

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, May 17, 2018 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Cathey Hobbs	Director	Wylie Petty	Director
Robert Carroll	Director	Shawna Wood	Director
Linda Albrecht	Director	Kimberly Shoaf	President
Dena Frost	Director	Melissa Williams	

The meeting was brought to order at 10:01 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Carroll and seconded by Director Mulligan to approve the April 12, 2018 monthly meeting minutes. The motion passed unanimously.

Chairman Yarbrough reported an updated FY18 YTD Financial Report was handed out prior to the meeting due to an error of an additional zero on the spent amount of Line Item 6080-Office Cleaning. President Shoaf apologized for the error and reiterated that the current FY18 YTD Financial Report for review was correct. A motion was made by Director Wood and seconded by Director Hobbs to accept the FY18 YTD Financial Report.

President Shoaf reviewed the tourist development tax collections stating that March numbers and a comparison of numbers from last March are both up. Discussion followed.

- Director Frost joined the meeting

Marketing Update:

President Shoaf reviewed the Cornerstone April 2018 Monthly Activity Report mentioning that the BP campaign is ending, two television campaigns are running and social media stats continue to increase. She also informed the Board that Beach TV is running interviews with Mexico Beach locals to promote Mexico Beach.

Ongoing Business:

- City of Mexico Beach Sand Bypass Update – President Shoaf informed the Board that no update had been received from Jeff with Dewberry but as far as she knows they were moving forward with pulling permits and hopefully movement would begin in the fall. Discussion followed.
- Update on RFQ's – President Shoaf stated that the Marketing RFQ had been well received with approximately 20 interests and is due after Memorial Day. She is updating the website with any answers to questions so all interested parties have all disclosed information.
President Shoaf stated the Visitor's Guide RFQ has received a handful of interests with one packet received today and is due next week.

New Business:

- Preliminary FY18 Budget Amendment – President Shoaf reminded the Board that Line Item 4001-Anticipated Collections From Preceding Fiscal Year had \$150,000 budgeted. She stated the actual funds collected was \$140,091. President Shoaf recommended that the Board reduce Line Item 7031-Advertising Resources from \$28,000 to \$18,091. A motion was made by Director Albrecht and seconded by Director Mulligan to amend the budget by adopting the \$140,091 amount into the FY18 budget for Line Item 4001 and reducing Line Item 7031-Advertising Resources from \$28,000 to \$18,091 so that the budget will balance. The motion passed unanimously.

Events: President Shoaf mentioned that the SUP Classic was this Saturday on the beach in front of the El Governor Motel.

President's Report: President Shoaf stated that Bob Cox, MBARA President, had requested the MBCDC's assistance with a Triumph pre-application to sink a casino boat. She informed Mr. Cox that the MBCDC could provide a letter of support, however, a set monetary amount could not be provided. After discussion, the Board agreed for President Shoaf to provide the MBARA with a letter structurally based on the one provided to the City for their Triumph application.

Chairman Yarbrough informed the Board that she had received and accepted Director Studstill's resignation from the MBCDC Board. She stated that he no longer meets the requirements of his seat and his resignation is effective today. Chairman Yarbrough expressed the Board's appreciation for his service and that this now opens a resident seat on the Board.

President Shoaf stated that the Board needs to appoint a Secretary/Treasurer. Discussion followed regarding the process of advertising the Board's resident seat; it was agreed by the Board that President Shoaf would ask Mell to place a statement on the back of the water bill informing residents of this resident seat opening.

After this discussion, a motion was made by Director Mulligan and seconded by Director Albrecht to appoint Director Frost as Secretary/Treasurer. The motion passed unanimously.

Audience Participation: Chairman Yarbrough called upon the audience for any comments. Tricia Smith, Director of Account Services, and Robin Stefanovich, President, of The Mitchells introduced themselves and stated they were interested in the Marketing RFQ. President Shoaf directed them to the CDC website where all information regarding the RFQ could be found. They stated that they had visited the site and were just interested in introducing themselves to the Board.

A motion was made by Director Albrecht and seconded by Director Carroll to adjourn the meeting. The motion passed unanimously.

Sandie Yarbrough
Chairman
/mw