

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, June 21, 2018 - Mexico Beach Civic Center
Attending:

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

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Wood and seconded by Director Carroll to approve the May 17, 2018 monthly meeting minutes. The motion passed unanimously.

President Shoaf stated that there were no major changes to the FY18 YTD financial report. She stated that the BP grant money had been received in one payment and the final report has been submitted. After discussion, a motion was made by Director Frost and seconded by Director Mulligan to accept the FY18 YTD Financial Report. The motion passed unanimously.

President Shoaf reviewed the tourist development tax collections stating that April and year to date numbers are both down. Discussion followed.

Marketing Update:

President Shoaf reviewed the Cornerstone May 2018 Monthly Activity Report mentioning that May was the last month for the BP media campaign. Discussion followed regarding the local Mediacom television channel.

Ongoing Business:

- City of Mexico Beach Sand Bypass Update – President Shoaf stated that Jeff Brittain with Dewberry updated her that the Environmental Assessment is complete, the Joint Coastal Permit (JCP) has been submitted and the design is approximately 75% complete; the next steps are working with the reviewing agencies regarding the submittal. He also advised that when they get further into the permitting process and are comfortable when the design is almost complete, bid documents will be prepared.
- MBCDC Board Vacancy – President Shoaf apprised the Board that the MBCDC’s resident seat vacancy notice had been advertised on June’s Mexico Beach water bill and publicized in the Beachcomber. She read an email from Grant Terry stating his interest and mentioned that Mitch Coleman had expressed interest in 2012 along with Nate Odum in 2016. President Shoaf stated there may be a conflict of interest with Mr. Odum and that she could reach back out and see if these applicants were still interested. Chairman Yarbrough instructed President Shoaf to place this item on next month’s agenda and to provide copies of applicants emails to the Board.

New Business:

- FY2019-20 FDEP Funding Request – President Shoaf requested the Boards approval to send a resolution to the Bay County Board of County Commissioners to request funds for the CDC from the Florida Department of Environmental Protection (FDEP) Beach Management and Funding Assistance Program for FY2019-2010 for the Mexico Beach Shoreline Restoration Program. A motion was made by Director Frost and seconded by Director Mulligan to approve and send such resolution to the Bay County Board of County Commissioners for a FDEP funding request for the Mexico Beach CDC. The motion passed unanimously.
- Visitor Guide RFQ – President Shoaf informed the Board that two packets were received for the Visitor Guide RFQ. Submissions were from Lure Creative Design and Rowland Publishing.
 - Director Petty joined the meeting.

President Shoaf suggested allotting at least \$40,000 for publishing with 75,000 print copies. After review of each applicant and discussion, a motion was made by Director Carroll and seconded by Director Hobbs to accept Rowland Publishing to develop and print the Mexico Beach Visitor Guide. The motion passed unanimously.

- Advertising Agency RFQ – President Shoaf stated that eight packets were received for the Advertising Agency RFQ and that the Board’s rankings were in their packet. She informed the Board that per the RFQ that the Board has to shortlist fewer than five but no more than five. After discussion a motion was made by Director Frost to shortlist four agencies, with no second, the motion failed. A motion was made by Director Carroll and seconded by Director Wood to shortlist and hear presentations from the top three ranking agencies. The motion passed unanimously. President Shoaf discussed dates available for Mike Burke’s attendance at the presentations in case of legal questions. After discussion of dates, a tentative date of July 17th at 1:00 p.m. was agreed upon with President Shoaf confirming with the three agencies and availability of the Civic Center. After confirmation, President Shoaf will inform the Board and post notices. Director Carroll inquired to the length of the contract and President Shoaf stated it would be a two-year contract.
- FY2019 Budget – President Shoaf stated that the finance department has not released the CDC’s number yet. Discussion followed regarding funds not spent. President Shoaf stated that funds do not rollover, the visitor’s guide costs would be added to next year along with anything other item the Board feels should be allocated. Discussion followed.

Sponsorships:

- Beach Blast Triathlon & Duathlon - President Shoaf stated that a request from Olga Cemore for the fall Beach Blast Triathlon & Duathlon had been received with no specific amount requested. After discussion, a motion was made by Director Frost and seconded by Director Mulligan to award a sponsorship of \$1500 to the Beach Blast Triathlon & Duathlon. The motion passed unanimously.

Events:

- Mexico Beach Gollywhopper Classic – President Shoaf reminded the Board that the Gollywhopper Classic is June 22-23 and that notice had been given to boat captains that the parking lot would be closed during the tournament.

President’s Report: President Shoaf informed the Board that the deck around the Welcome Center was in bad shape and that she had spoken to Philip regarding the City’s responsibility on maintaining the exterior of the building. She stated that the CDC has the funds to replace the decking and that it could be done under the City’s umbrella with the City handling the bid process and hiring the company and the CDC cutting the check. Discussion followed. President Shoaf stated that the Welcome Center lease expires in June 2019, however she has requested Mell to submit for a new lease from the City in October so it will fall inline with our fiscal year. She has suggested the rent remain at \$250 with the City supplying water, sewer and trash, however the CDC would maintain the Welcome Center landscaping. This item will be on the City Council Meeting’s agenda on July 26th. She reminded the Board that the CDC purchased, moved and maintains the upkeep of the Welcome Center.

Audience Participation: None

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

Dena Frost
Secretary/Treasurer
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