

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF SPECIAL MEETING

Type:	Special Meeting		
When:	Tuesday, July 17, 2018 - Mexico Beach Civic Center		
Attending:			
Sandie Yarbrough	Director	Debbi Mulligan	Director
Cathey Hobbs	Director	Wylie Petty	Director
Robert Carroll	Director	Kimberly Shoaf	President
Linda Albrecht	Director	Melissa Williams	
Dena Frost	Director	Mike Burke	Attorney

The meeting was brought to order at 1:00 p.m. Roll was called and a quorum was present.

Presentations of RFQ Marketing Agency – Chairman Yarbrough requested President Shoaf to explain the presentation process. President Shoaf stated that the presentation order was determined by a drawing with the first presentation by Paradise Advertising & Marketing, the second presentation by The Mitchells Agency and the third presentation by Digital Edge Marketing. She explained that a total of 25 minutes will be given for each presentation designating 15 minutes for the actual presentation and 10 minutes for questions and answers. Director Carroll asked, out of professional courtesy, whether the agencies not presenting needed to step out of the meeting. Attorney Mike Burke responded this was not required.

Barbara Karasek, CEO and Co-Owner, and Tom Merrick, Vice President, Chief Creative Officer of Paradise Advertising & Marketing gave their presentation and afterward answered questions from the Board.

Robin Stefanovich, President, and Erick Stefanovich, Chief Creative Officer, of The Mitchells Agency gave their presentation and afterward they along with their staff answered questions from the Board.

Mya Surrency, Co-Founder, Rob Kemp, Creative Director, and Mae Demdam, Vice President of Marketing Strategy of Digital Edge Marketing gave their presentation and afterward answered questions from the Board.

The Board individually ranked each marketing agency. Mr. Burke tallied the rankings with President Shoaf verifying the count and advised the Board of the rankings as #1 Paradise Advertising & Marketing, #2 The Mitchells Agency, and #3 Digital Edge Marketing. Discussion followed with Mr. Burke explaining the motion process.

A motion was made by Director Frost and seconded by Director Petty to accept Paradise Advertising & Marketing as the Mexico Beach CDC's advertising agency. After discussion, Chairman Yarbrough stated a motion and a second had been made to accept Paradise Advertising & Marketing as the Mexico Beach CDC's advertising agency. The motion passed unanimously.

Chairman Yarbrough thanked the participants and informed them that Paradise Advertising & Marketing had been selected as the Mexico Beach CDC's advertising agency.

Chairman Yarbrough called for public comments. There were none.

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

Dena Frost
Secretary/Treasurer
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