

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, July 19, 2018 - Mexico Beach Civic Center
Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Dena Frost	Director	Wylie Petty	Director
Linda Albrecht	Director	Kimberly Shoaf	President
Shawna Wood	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 Frost and seconded by Director Wood to approve the June 21, 2018 monthly meeting minutes. The motion passed unanimously.

President Shoaf stated that everything was on track with the FY18 funds. A motion was made by Director Albrecht and seconded by Director Frost to accept the FY18 YTD Financial Report. The motion passed unanimously.

President Shoaf requested a budget amendment for FY18 to allow current funds of \$140,091, placed in line 4001, to be removed from the budget and placed in a cash carry forward that will be for the FY19 budget. President Shoaf stated that this request is due to the proposed FY19 budget revenue that is anticipated to be around \$630,000 and reminded the Board that the initial FY18 budget was slated for an amount around \$635,000, however the Board voted to place FY17 funds into the proposed FY18 budget that allowed the BOCC Contract fund to be \$786,784 for FY18. Discussion followed and President Shoaf reviewed the proposed FY18 budget of where the expense funds would be removed from. A motion was made by Director Frost and seconded by Director Wood to approve the updated and amended FY18 budget. The motion passed unanimously.

Chairman Yarbrough communicated to the Board that an email from Charlene Honnen, Bay County Clerk, regarding Mexico Beach bed tax collections was in their packet. President Shoaf stated that the May 2018 and year to date tourist development tax collections were slightly up but she was perplexed about the collection numbers this year. President Shoaf pointed out that the Bay County Clerk's office had mailed out letters to 30 identified non-registered rental properties and also discussed the issue of Bay County trying to acquire an agreement with AirBnB. Discussion followed.

Marketing Update:

President Shoaf reviewed the Cornerstone June 2018 Monthly Activity Report and discussed transitioning to a new marketing company.

- Director Petty joined the meeting.

Director Petty mentioned the letter from the Bay County Clerk regarding bed tax collections. Discussion followed.

Ongoing Business:

- City of Mexico Beach Sand Bypass – President Shoaf stated there were no current updates.
- MBCDC Board Vacancy – Chairman Yarbrough informed the Board of the two MBCDC Resident Seat applicants. After discussion, Chairman Yarbrough stated this agenda item would be tabled until next month and instructed President Shoaf to invite both applicants to the bed tax partner meeting and August Board meeting so they can familiarize themselves with the Board.
- Visitor Guide – President Shoaf stated she is working with Rowland Publishing on the 2019 Visitor's Guide and, to date, has not sent out notices for advertising ads.
- Advertising Agency – President Shoaf stated that Barbara from Paradise Advertising expressed her thanks to the Board, was reviewing the contract and will send it back with edits. Discussion followed regarding using co-op/partnerships as to not hurt the area's image.

New Business:

- FY2019 Program of Work – Chairman Yarbrough stated the FY2019 Program of Work was in each Board member's packet. President Shoaf stated most wording will rollover from last year, however the section regarding marketing online would need to list Paradise Advertising. She reviewed the updated wording in the Beach Aid and Nourishment section along with reminding the Board that the City is to budget for the beach nourishment project with the CDC allocating funds in the proposed FY19 budget to cover half the project's cost of approximately \$77,000. A motion was made by Director Wood and seconded by Director Frost to approve the FY2019 Program of Work. The motion passed unanimously.
Chairman Yarbrough inquired about the Mexico Beach CDC Strategic Plan. President Shoaf stated that it was a four year plan thru 2020 and the Board will review it next year. She also noted it is on the Mexico Beach website and shared with our marketing company.
- FY2019 Budget – President Shoaf informed the Board of some thoughts for the FY2019 budget. She mentioned budgeting \$0.00 in Line Item 4001-Anticipated Collections From Preceding Fiscal Year and determining an amount after audit in March/April to amend this amount or roll it forward. President Shoaf reviewed line items that were decreased or increased. President Shoaf stated she had pulled herself out of Line Item 6000-Employee Bonus and would like to have a signed contract with the Board along with requesting a raise. She suggested a 3% raise for both employees continuing on with the additional add-ons for Mrs. Williams. Discussion followed regarding holding a budget meeting and the type of meeting so the Board could discuss employee payroll. Director Albrecht directed President Shoaf to check with Attorney Mike Burke regarding an Executive meeting.
- September Music in the Park – President Shoaf stated she was waiting for a response from one band to finish the band lineup for the September Music in the Park. She mentioned Special Events had discussed piggybacking this event in October and will discuss this item with them at the end of the month.

Sponsorships: President Shoaf stated there was one application for sponsorship, however she was withholding it until it was approved by the City. Discussion followed regarding the music festival and the exit of Olga Cemore from overseeing the triathlon. After discussion regarding the triathlon, a motion was made by Director Petty and seconded by Director Albrecht to withhold the \$1500 Beach Blast Triathlon & Duathlon sponsorship check until it is determined that the fall Beach Blast Triathlon & Duathlon will take place this year. The motion passed unanimously.

Events:

- Mexico Beach Marina Offshore Classic – President Shoaf reminded the Board that the Offshore Classic is July 27th-28th at the Mexico Beach Marina.

President's Report: President Shoaf informed the Board that the Welcome Center's present security system was purchased in 2010 and outdated. She stated it is in the budget to purchase a new security system for \$500 with no monthly fees. President Shoaf stated only four cameras would be used currently but up to four more can be added as needed.

Chairman Yarbrough declared she would be unable to attend the August Board meeting.

Director Petty brought up a citizen's concern regarding using prison labor asking whether the Board needed to voice their support or non-support. After discussion, with Director Albrecht stating this doesn't become final until September, Chairman Yarbrough directed the Board to think about this issue.

Audience Participation: None

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

Dena Frost
Secretary/Treasurer
/mw