

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting
When: Thursday, August 16, 2018 - Mexico Beach Civic Center
Attending:
Dena Frost Director Shawna Wood Director
Robert Carroll Director Wylie Petty Director
Debbi Mulligan Director Kimberly Shoaf President
Melissa Williams

The meeting was brought to order at 10:01 a.m. Roll was called and a quorum was present. A motion was made by Director Carroll and seconded by Director Petty to approve the July 17, 2018 special meeting minutes. The motion passed unanimously. A motion was made by Director Carroll and seconded by Director Petty to approve the July 19, 2018 monthly meeting minutes. The motion passed unanimously. A motion was made by Director Carroll and seconded by Director Petty to approve the August 2, 2018 special meeting minutes. The motion passed unanimously.

President Shoaf reviewed the current financial report with the Board. A motion was made by Director Petty and seconded by Director Carroll to accept the FY18 YTD Financial Report. The motion passed unanimously.

President Shoaf stated that the year-to-date and June tourist development tax collections are up.

Marketing Update: Lisa Burwell of Cornerstone Marketing thanked the Board for the last six years stating she will miss Mexico Beach. She mentioned that when she attended the April Board meeting that she had been perplexed over the bed tax collection information but, as she stated in April, data indicated that the bed tax collection numbers should increase. Mrs. Burwell also declared that it was a very hard decision to not participate in the marketing RFQ process but due to an increased workload she did not feel that they could devote 100% to the MBCDC. The Board acknowledged the success achieved working in collaboration with Cornerstone and expressed their thanks. Meghn Hill of Cornerstone Marketing reviewed the July 2018 Monthly Activity Report.

Ongoing Business:

- City of Mexico Beach Sand Bypass – President Shoaf informed the Board that Dena with Dewberry stated that they are waiting on the DEP, submitting permits and moving forward to hopefully start the project in November.
- Visitor Guide Update – President Shoaf stated she had met with Rowland Publishing and they agreed with the 1/4 and 1/6 page ads listed alphabetically in the back of the guide.
- September Music in the Park – President Shoaf stated that the poster was ready for distribution and reviewed the booked bands. She informed the Board that per the City’s new application and to protect the CDC and City that liability insurance covering all concerts had been purchased at a cost of \$614. President Shoaf stated that Special Events plans to piggyback onto this event for concerts in October.

Events:

- MBARA Kingfish Tournament – President Shoaf reminded the Board that the tournament is August 24th-25th.

President’s Report: President Shoaf introduced Grant Terry to the Board. She discussed the Hobi Kayak travel writer group stating that the CDC will host a low country boil for them at the Driftwood Inn on October 23rd and a light breakfast on October 25th.

President Shoaf discussed the DOA, fishing lure company, visiting for two days in October and their housing needs. She stated she will discuss details with Nate Odum along with the possibility of the CDC hosting a low country boil or light breakfast.

President Shoaf stated she will be out of the office for the Visit Florida Governor’s Conference September 12th-14th.

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

Dena Frost
Secretary/Treasurer
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