

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Monthly Meeting  
When: Thursday, September 20, 2018 - Mexico Beach Civic Center  
Attending:

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

The meeting was brought to order at 10:03 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Frost and seconded by Director Albrecht to approve the August 16, 2018 monthly meeting minutes. The motion passed unanimously.

President Shoaf reviewed the financial report stating that after audit she is estimating around \$120,000 that should roll forward from the FY18 funds. A motion was made by Director Carroll and seconded by Director Albrecht to accept the FY18 YTD Financial Report. The motion passed unanimously.

- o Director Petty joined the meeting.

**Tourist Development Tax Collections:**

President Shoaf stated that with June 30th being on a Saturday that collections for the week of July 4<sup>th</sup> were most likely posted with the June collection numbers. She expressed that June and July combined bed tax collections, along with year to date bed tax collections, were up.

**Marketing Update:**

President Shoaf reviewed the Cornerstone August 2018 Monthly Activity Report and stated Cornerstone is willing to assist with transitioning to the new marketing agency.

**Ongoing Business:**

- City of Mexico Beach Sand Bypass – President Shoaf and Director Albrecht stated there were no current updates.
- Visitor Guide – President Shoaf stated she is working with Rowland Publishing on the 2019 Visitor’s Guide and has pushed the guide production back to October 1<sup>st</sup>, FY19, expecting it to be ready in January but no later than February 1<sup>st</sup>.
- Paradise Advertising Agency – President Shoaf stated that negotiations are still in process with Paradise Advertising. She stated that Mike Burke had sent their contract back informing Paradise that they would need to sign the CDC’s contract and that Paradise had this week sent the contract back with some areas redlined. President Shoaf stated that she had some concerns of conflicting issues with Paradise since they have been shortlisted with Destination Panama City. She mentioned she had spoken with Dan Rowe about the possibility of a conflict of interest. After discussion, Chairman Yarbrough directed President Shoaf to give a deadline of October 5<sup>th</sup> for a contract to be signed with Paradise Advertising. President Shoaf stated she will keep the Board updated on the contract negotiations.
- MBCDC Board Resident Seat Vacancy – Chairman Yarbrough recapped the Board of the two MBCDC Resident Seat applicants. After discussion, a motion was made by Director Carroll and seconded by Director Petty to appoint Grant Terry to the MBCDC Board’s Resident Seat. The motion passed unanimously.

**New Business:**

- 2019 Mexico Beach Calendar – President Shoaf informed the Board that all twelve ads had been sold and it will be sent off for production starting FY19.

**Sponsorships:**

- Forgotten Coast Music Festival – President Shoaf reviewed the Forgotten Coast Music Festival and the event’s sponsorship request. She stated that after speaking with Mell the City has approved their application. After discussion, a motion was made by Director Albrecht and seconded by Director Petty to award a sponsorship of \$2,000 to the Forgotten Coast Music Festival. The motion passed with a vote of 7-1.
- Blast on the Bay Songwriters Festival – President Shoaf reviewed the Blast on the Bay Songwriters Festival sponsorship request. After discussion, a motion was made by Director Frost and seconded by Director Wood to award a sponsorship of \$2,000 to the Blast on the Bay Songwriters Festival. The motion passed unanimously.

**Events:**

- Music in the Park – President Shoaf reminded the Board that Music in the Park continues for the month of September and that Special Events for Mexico Beach is hosting Music in the Park for the month of October.

**President’s Report:** President Shoaf informed the Board that her contract would need to be signed October 1<sup>st</sup> or Friday, September 28<sup>th</sup>.

President Shoaf informed the Board that this year a group named Helping Hands Mexico Beach asked to sell hamburgers and hot dogs at Music in the Park in September and October to raise funds for a Mobi-mat. She asked the Board to consider a donation toward the purchase of a Mobi-mat. President Shoaf discussed the cost, location and two brands of mats. She stated that the mat would be handed over to the City after purchase for upkeep. After discussion, a motion was made by Director Carroll and seconded by Director Frost to award a donation to Helping Hands Mexico Beach toward the purchase of a Mobi-mat of matching funds, up to \$10,000, Helping Hands Mexico Beach raises in September and October. The motion passed unanimously.

President Shoaf informed the Board that Mrs. Williams discovered that there were no longer any bus companies offering Biloxi trips. She stated that the Board would be liable for booking a block of rooms and recommended that the Board not offer Biloxi trips but instead offer local trips. The Board concurred.

**Audience Participation:** None

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

Dena Frost  
Secretary/Treasurer  
/mw