

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF SPECIAL MEETING

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| Type: | Special Meeting | | |
| Date/Location: | Friday, October 26, 2018 - Mexico Beach Welcome Center | | |
| Attending: | | | |
| Sandie Yarbrough | Director | Dena Frost | Director |
| Cathey Hobbs | Director | Wylie Petty | Director |
| Robert Carroll | Director | Grant Terry | Director* |
| Kimberly Shoaf | President | Mike Burke | MBCDC Attorney |
| Dan Rowe | Bay Co. TDC Chairman | | |

The meeting was brought to order at 9:20am. Roll was called and a quorum was present. President Shoaf requested to add MBCDC Employment under business agenda items.

Chairman Yarbrough stated that the September 20, 2018 meeting minutes had been presented to the board for review. Director Petty motioned to approve the meeting minutes, Director Carroll second, motion passed unanimously.

Business:

- MBCDC Advertising Agency Contract – President Shoaf stated that due to the unfortunate circumstances from Hurricane Michael, the CDC’s focus will need to shift from promoting the destination to getting the destination back to a promotional point. She stated that with the lack of bed tax revenue that will be generated in the coming months the budget will need to be readdressed. Given the state of the destination, President Shoaf recommended to the board that they take action to end the contract with Paradise Advertising. Discussion followed. Director Carroll made a motion to terminate the contract, Director Frost second, motion passed unanimously. President Shoaf stated that all outstanding invoices to Paradise will be processed and payment will be remitted to them. Chairman Yarbrough asked Mike Burke, CDC attorney, to address the board with any additional points. Mr. Burke presented a resolution to the board, which he read out loud, stating that the Mexico Beach Community Development Council Board of Directors direct Kimberly Shoaf the authority to terminate any and all contracts, accounts, orders or other obligations of the MBCDC, which, in her opinion, are not necessary and critical to the operation of the MBCDC during this time of emergency and limited funding. Discussion followed. Chairmen Yarbrough called for a motion, Director Frost motioned to accept the resolution as presented by Mr. Burke, Director Carroll second, motion passed unanimously.

- MBCDC Board Meetings- President Shoaf stated that per the terms of the TDT State Statue that the Board of Directors is required to meet quarterly and that the CDC has opted to meet monthly in the past. With the current status of a meeting location not feasibly each month, she asked how the board would like to proceed with regards to meetings. Discussion followed. After discussion it was determined that they board would go to a quarterly meeting status unless otherwise needed and that President Shoaf would update all postings to reflect the new dates. President Shoaf stated that she would keep in contact regularly with each board member to ensure that the CDC continues to work as diligently as it always had.

- MBCDC Employment- President Shoaf informed the board that due to financial forthcoming for the FY2019 year, the Welcome Center would not be able to retain Mrs. Krum or Mrs. Williams. President Shoaf stated that she awarded each employee with a two month severance package as well as a pay out of their accrued vacation time. Discussion followed and the board was in agreement with President Shoaf’s actions. Mr. Rowe stated that Mexico Beach CDC is a function of the Bay County TDC and resources, including public relations, will be made available to the CDC for President Shoaf to utilize. He also stated that President Shoaf’s salary will be covered if/when funding is not available from the CDC.

Audience Participation: Chairman Yarbrough asked for comments or questions from the audience. Mr. Rowe addressed the board with some additional points. He stated that Panama City Beach will more than likely receive an economic boom from response of Mexico Beach and Panama City and that he will be recommending to the TDC Board of Directors that any additional tourism tax dollars in the coming months that are received on the beach to be made available to the Mexico Beach CDC and Panama City CDC to help both entities. Chairman Yarbrough questioned if the beach sand bypass project was terminated to which Mr. Rowe stated no, that it is still on the table and recommended that the CDC make the beach nourishment its top focus, to inform the City of Mexico Beach of this action so that the City can focus on rebuilding the city. President Shoaf stated that Lisa Armbruster with Sustainable Beaches is already working on pushing this project forward as well as finding additional funds to help nourish the entire beach, as it is needed. Discussion followed.

President Shoaf informed the board that when she spoke to Public Works Director Philip Hall that the Welcome Center will have to be demolished due to the hurricane. She stated that she has requested that the City help secure a new building for the Welcome Center/CDC as the current one belonged to the City, however the CDC financially assisted with having it created. Director Carroll stated he would help ensure this with President Shoaf.

President Shoaf stated that she had reached out to Rowland Publishing regarding the upcoming Visitor Guide and had informed Rowland that that project will be tabled until the CDC can support the creation of a new guide.

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

Dena Frost
Secretary/Treasurer
/KPS

*Director Terry abstained from all voting as his appointment to the board has not been approved by the Bay County Board of County Commissioners as of this time.