

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

Type: Monthly Meeting  
When: Thursday, April 18, 2019 - Mexico Beach Community Development Center  
Attending:

Sandie Yarbrough	Director	Grant Terry	Director
Cathey Hobbs	Director	Shawna Wood	Director
Robert Carroll	Director	Kimberly Shoaf	President
		Melissa Williams	

The meeting was brought to order at 10:07 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Hobbs and seconded by Director Terry to approve the January 28, 2019 annual meeting minutes. The motion passed unanimously. After review, a motion was made by Director Terry and seconded by Director Hobbs to approve the January 28, 2019 monthly meeting minutes.

President Shoaf reviewed the financial report stating only a small amount has been requested from the county. She pointed out that the CDC is paying for the rental of the temporary Welcome Center trailer and it will be placed as an expense on the county's FEMA report. A motion was made by Director Carroll and seconded by Director Terry to accept the FY19 YTD Financial Report. The motion passed unanimously.

**Tourist Development Tax Collections:**

President Shoaf shared the number of properties collecting bed tax over the past 5 months and that the October and November reporting collections were extended until December for payment from bed tax collectors. She noted that bed tax collections are down 97% YTD and discussed the projected dates various rentals will be available.

**Presentations:** Rich Moreira with CRI presented the FY18 audit stating the opinion was good.

**Ongoing Business:**

- **Beach Nourishment Update** - President Shoaf updated the Board on the beach nourishment affirming that it is moving forward. Director Carroll inquired on the status of the \$25 million beach nourishment bill and President Shoaf gave an update to the Board.
- **Welcome Center Temp Office** – President Shoaf updated the Board on the six-month lease terms. Discussion followed on whether to extend the lease. President Shoaf stated she will continue to explore options.

**New Business:**

- **Luckie Marketing Campaign** – President Shoaf stated that the MBCDC will be utilizing the Panama City Beach TDC's advertising agency in a four-phase campaign for one year. Themes are Phase 1-Rebuilding with Love, Phase 2-Progress in Action, Phase 3-Memories meet Progress and Phase 4-Inviting Guests.
- **Plein Air** – President Shoaf informed the Board that the Plein Air Artist Demonstration and Reception will be held at the Welcome Center on May 9<sup>th</sup> and she will send out a reminder notice to the Board.

**President's Report:** President Shoaf informed the Board that Melissa is back working at the Welcome Center through a CareerSource program. She stated that she would like the Board to return to monthly meetings and Director Yarbrough concurred. The next meeting is set for May 16, 2019 at 10 a.m.

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

Robert Carroll  
Secretary/Treasurer  
/mw