

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

Type: Annual Meeting  
When: Monday, January 27, 2020 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Shawna Wood	Director
Robert Carroll	Director	Kimberly Shoaf	President
Al Cathey	Director	Melissa Williams	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present.

**Election of Board Officers:** Director Yarbrough explained that per the MBCDC practices and procedures, the annual meeting is held for the express purpose of electing board officers for the coming year and informed the board of the current officers.

A motion was made by Director Cathey and seconded by Director Carroll to maintain the current Vice Chairman, Cathey Hobbs, for the coming term. The motion passed unanimously.

A motion was made by Director Cathey and seconded by Director Petty to maintain the current Secretary/Treasurer, Robert Carroll, for the coming term. The motion passed unanimously.

- o Director Hobbs joined the meeting.

Chairman Yarbrough called Vice Chairman Hobbs to the Chair.

A motion was made by Director Cathey and seconded by Director Carroll to maintain the current Chairman, Sandie Yarbrough, for the coming term. The motion passed unanimously.

Vice Chairman Hobbs returned the Chair to Chairman Yarbrough.

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

Robert Carroll  
Secretary/Treasurer  
/mw

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The meeting was brought to order at 10:04 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Carroll and seconded by Director Cathey to approve the November 21, 2019 monthly meeting minutes. The motion passed unanimously.

President Shoaf reviewed the current FY2020 financial report. After review by President Shoaf, a motion was made by Director Cathey and seconded by Director Hobbs to accept the FY20 YTD Financial Report. The motion passed unanimously.

**Tourist Development Tax Collections:**

President Shoaf reviewed the monthly tourist development tax collections to-date. Discussion followed.

**Ongoing Business:**

- **FY19 Audit update** – President Shoaf stated the audit is going well and should be closed out by the end of February. Rich Moreira with CRI will then present the FY19 audit to the Board.
- **Beach Restoration Project update** – President Shoaf stated that the Beach Restoration Project is still moving forward. MRD has all the information from the sand source and is working on a model to present for permitting and creating a shovel ready project. She informed the Board that work is being done to find funding. President Shoaf stated that it would be beneficial if the State would classify the entire beach as critically eroded and that Lisa Armbruster is working on getting someone to reassess the beach for this measure.

**New Business:**

- **FY20 Marketing RFQ** – President Shoaf recommended postponing until FY21 her past suggestion of obtaining a marketing agency. She suggested starting the search in June or July tailoring the criteria to Mexico Beach’s continued rebuild. President Shoaf also spoke about the \$250,000 awarded from Visit Florida to use for marketing within their fiscal year which can and has been rolled over. She stated and recommended working with Luckie Ad Agency to execute a social media marketing campaign tailored to reaching previous visitors. The Board validated President Shoaf’s recommendations.
- **MBCDC Sponsored Events for Spring/Summer 2020** –
  - President Shoaf informed the Board that the Plein Air Quickdraw Event with judging and a reception will be held Saturday, March 21, on the Welcome Center grounds. She announced that this will be Mexico Beach’s Plein Air day.
  - President Shoaf stated that a tentative date of April 18th was set to be the annual vow renewal ceremony with Marryin’ Jack, Jack Mullen, officiating the ceremony on the West side of the beach with a cupcake/champagne reception to be held at the Welcome Center. The Board agreed to back this event.
  - Music in the Park – President Shoaf stated this will be discussed at a later date.
- **Sponsorship Requests – MBARA** – President Shoaf presented the Board with the MBARA sponsorship request letter that detailed a sponsorship of \$1,200. She suggested having MBARA change their application to the use of

sponsorship monies for marketing only. After discussion, President Shoaf was directed by Chairman Yarbrough to speak with Ron Childs regarding using a Mexico Beach venue for the tournament weigh-in. This item was tabled.

**Events:**

- **Gumbo Cook-Off – February 22<sup>nd</sup>** – President Shoaf stated that Special Events for Mexico Beach has planned and organized the February 22<sup>nd</sup> Mexico Beach Gumbo Cook-Off. She detailed that local television interviews along with publicizing in local newspapers had been scheduled to promote the event. President Shoaf stated that the CDC offers in-house sponsorship with the use of promoting the event through the CDC's website and social media channels.

**President's Report:**

President Shoaf stated that Panama City Beach had rolled out the program Stay It Forward and that Mexico Beach was the first project with Visit Florida plant sea oats. She reviewed several groups wanting to perform projects to help give back to Mexico Beach. President Shoaf suggested providing bottled water and possibly a gift of appreciation, such as a hat, to volunteers.

President Shoaf informed the Board that she will be out of the office February 10<sup>th</sup>-12<sup>th</sup> as she was asked by the Southeastern Tourism Society to recreate a presentation of Eighty Hours after Hurricane Michael.

President Shoaf stated that the 2020 calendars have been a huge hit. She also stated that the city is working on the monetary amount allowable to rebuild the Mexico Beach Welcome Center.

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

Robert Carroll  
Secretary/Treasurer  
/mw