The meeting was brought to order at 10:01 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Carroll to approve the September 19, 2019 monthly meeting minutes. The motion passed unanimously. Chairman Yarbrough indicated that the notes from the October 17, 2019 monthly meeting was in each Director’s packet.

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

Tourist Development Tax Collections:
President Shoaf stated that the FY19 tourist development tax was down 89%. She discussed the September 2019 tourist development tax revenue indicating it was comprised of two duplexes, one mobile home and eight single family homes.

Ongoing Business:
- **2020 MB Calendar update** – President Shoaf presented the Mexico Beach 2020 calendar proposing that it be given out at no charge as a marketing tool. She stated a shipping/handling fee would be charged for any calendars mailed out. The Board concurred.
- **FY19 Audit update** – President Shoaf stated the audit is underway with all requested documents having been provided to CRI.
- **Beach Restoration Project update** – President Shoaf stated that all data had been received from the sand research and the next step is for MRD to create the model and then begin the permitting process to have a shovel ready project to secure funding.
- **Stay It Forward Marketing Campaign** – President Shoaf informed the Board that the Bay County TDC picked Mexico Beach for their first Stay It Forward philanthropic marketing campaign event. She stated that approximately 50 volunteers planted 1500 sea oats on the beaches of Mexico Beach. President Shoaf confirmed that a video and film crew were present to document this event.
- **Never Forgotten Coast, LLC – MOU update** – President Shoaf stated that Mike Burke is working on the MOU.

Events:
- **Christmas Tree Lighting – December 1st** – President Shoaf reminded the Board that the Christmas Tree Lighting would be held December 1st at 6 p.m. in front of Mango Marley’s. She stated that the Driftwood Inn was preparing the cocoa and cookies, the MB Fire Department had obtained a box for the toy collection and she was in the process of finding a Santa Claus.

President’s Report:
President Shoaf stated that the Welcome Center would be closed Thursday and Friday for the Thanksgiving holiday and she would be out of the office that Wednesday.

President Shoaf informed the Board that Earl Nichols, who consented to the use of his home for the TV show, had passed away. She stated that the Welcome Center and CDC Board had sent a plant to his service. President Shoaf passed around the thank you note from the family.
President Shoaf stated that a condolence item from the Welcome Center and CDC Board would be sent to Andy Anderson’s service.

President Shoaf informed the Board that with an advertising budget of $100,000 plus $250,000 from VisitFlorida, until June, that an advertising agency was needed to convey a clear message and branding. She stated that a RFQ/RFP was required. After discussion, the Board concurred to begin the RFQ process.

President Shoaf stated that she would like to clean up and landscape the Welcome Center and big chair area. She suggested the use of composite wood for the chair, if cost effective, the Board concurred to begin looking into landscaping.

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

Robert Carroll
Secretary/Treasurer
/mw