

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

Type: Monthly Meeting  
When: Thursday, May 21, 2020 - Mexico Beach Welcome Center  
Attending:

Sandie Yarbrough	Director		
Cathey Hobbs	Director	Shawna Wood	Director
Robert Carroll	Director	Kimberly Shoaf	President
Al Cathey	Director	Nick Hunter	

The meeting was brought to order at 10:10 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Wood and seconded by Director Hobbs to approve the February 20, 2020 monthly meeting minutes. The motion passed unanimously.

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

President Shoaf presented the updated FY20 budget. She stated that both income and expense line items were added due to funding and that the BP Grant expenses were readjusted. President Shoaf stated that the proposed updated FY20 budget did not have to go before the Bay County Commission as the total dollar amount was not changing. After review of the budget a motion was made by Director Cathey and seconded by Director Carroll. The motion passed unanimously.

Director Yarbrough moved to address the Sponsorship Request.

**Sponsorships:**

- **MBARA**—The MBARA request a \$1,200 sponsorship for annual fishing tournament with an updated addendum was presented. After review, a motion was made by Director Cathey and seconded by Director Hobbs to award a \$1,200 sponsorship to the MBARA for marketing the 2020 Kingfish Tournament. The motion passed unanimously.

**Tourist Development Tax Collections:**

President Shoaf apologized for not including the TDT document in the agenda packet. She gave a reviewed the monthly tourist development tax collections to-date. Discussion followed.

**Ongoing Business:**

- **Beach Restoration Project update** – President Shoaf stated that the Beach Restoration Project is still moving forward, and that Lisa Armbruster is working to find additional funding for project. MRD stated that they have submit the project to FDEP and the federal permit application will be submitted in the coming week. This starts the permitting process, which is expected to take between 12-18 months. President Shoaf stated that once the project is approved and permitting has been awarded then the project will be a shovel ready project and funding is needed to implement. President Shoaf state that Mrs. Armbruster is continuing to look for grants and fund to help with the restoration and that the Bay Co. TDC has advised that they will assist with funding, if needed.
- **Marketing Campaign** –President Shoaf informed the Board that she is working with Luckie Ad Agency on utilizing the \$250,000 Visit Florida funds set aside for Mexico Beach. A social media campaign will start in the summer and target past visitors, families with children, winter visitors, etc.

President Shoaf stated that the Media Campaign can be edited in real time to include updates and new information on Mexico Beach. Once the campaign is finalized it will be shown to board members for their approval.

**New Business:**

- **New Welcome Center Staff-** Nick Hunter welcomed.
- **Welcome Center Operations during COVID-19-** President Shoaf stated that the Welcome Center is now open to public and is operating under CDC guidelines of social distancing and cleanliness.

**Events:**

- **July 4<sup>th</sup> Best Blast on the Beach**—The show is still scheduled to take place and the fireworks are to be shot off at the Canal Park.

**President's Report:**

- **Flagler Award-**President Shoaf informed the board she had nominated Mexico Beach for a Visit Florida Flagler Award for the #rebuildingwithlove social media campaign created last spring. President Shoaf discussed the volunteer group from Texas that wants to come plant sea oats in June. The MBCDC would be responsible for providing snacks, bottled water, etc. should this take place. She also reviewed the plans for the Welcome Center and how they are close to being finalized.

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

Robert Carroll  
Secretary/Treasurer  
/nh