

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, July 16, 2020- Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Shawna Wood	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Robert Carroll	Director	Mike Burke	Attorney (via phone)
Wylie Petty	Director	Nick Hunter	

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 Petty and seconded by Director Wood to approve the June 18, 2020 meeting minutes. The motion passed unanimously.

President Shoaf reviewed the current financial report with the Board. After review, 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 reviewed the monthly tourist development tax collections to-date stating the collections are up from previous year to date. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is still moving forward. The project which is almost a complete shovel-ready project will help with finding funds to implement the project through State and Federal grant programs. President Shoaf stated she is assisting the City with the Inlet Beach Bypass Project, that was awarded back in 2017, to begin the reimbursement request for funds on the design and permitting of this project. The next phase of the Bypass Project will be to implement the truck haul portion, which will take sand from the west end of the beaches and move and place on the critically eroded section of beach. President Shoaf stated that she and Lisa Armbruster will help the City submit for reimbursement for this project which is a 75/25 State cost share.
- **Marketing Campaign-** President Shoaf presented the Mexico Beach marketing campaign for FY21. The campaign will utilize the \$250,000 Visit Florida funds set aside for Mexico Beach. President Shoaf states that the campaign is scheduled to hit markets starting fall 2020 and will run through the late spring of 2021. Discussion followed.
- **Welcome Center Building-** President Shoaf informed board that the City received six bids on the Welcome Center Building and lowest bid placed was by North Florida Construction. The City had directed the city administrator to work with the lowest bidder to value engineer aspects of the building so to not cost the City any additional funds. President Shoaf stated that the awarding of the project is contingent upon the outcome of the overall cost. Discussion followed.

New Business:

- **FY21 Program of Work-** President Shoaf presented the FY 21 Program of Work to the board for consideration. She stated that the overview of the program outlined areas including Marketing, Visitor Services, Operations, Special Events, and Community Support. Discussion followed. After review, a motion was made by Director Carroll and seconded by Director Petty to approve FY21

Programs and Works. The motion passed unanimously. President Shoaf stated she would send to the TDC and County for consideration and approval.

- **FY21 Budget Draft Review-** President Shoaf presented a tentative FY21 Budget draft to the board. President Shoaf stated that while the Fund 126, BCCC contract, was increased, the Visit Florida Marketing grant and the roll-over from the BP grant helped provide dollars to certain aspects of the budget. The roll-over for the BP grant funds will be allocated back to the same expense line times that they were approved for and the Visit Florida marketing grant will allow the board to have a full marketing campaign for the year. Discussion followed. President Shoaf stated she would send out an updated draft budget to the board and that the FY21 Budget will be on the August board meeting for review and consideration.
- **Employee Review-Shoaf Contract FY21-** Chairman Yarbrough presented President Shoaf's employee review results of a 4/exceptional and thanked Director Carroll, Director Hobbs and Director Wood for serving as the review committee. Chairman Yarbrough called for a motion to accept the review committee's results. A motion was made by Director Petty and seconded by Director Carroll. The motion passed unanimously.
 - Chairman Yarbrough presented President Shoaf's FY21 contract for consideration by the board. She stated that President Shoaf had done an outstanding job this year as well as last year from the hurricane and would like to see an increase in salary awarded. Chairman Yarbrough stated that there are funds in the FY 21 budget to allot an increase of 10 percent to President Shoaf and supported that increase amount. Director Wood concurred with Chairman Yarbrough's thoughts and stated that President Shoaf has been a big asset to the CDC. Director Wood made a motion to award a 10 percent raise to President Shoaf for FY21. The motion was seconded by Director Petty and passed unanimously.

President's Report: President Shoaf updated the board regarding the Welcome Center protocols during Covid-19 for visitors and staff. She stated that the office had seen an uptick in visitation as well as throughout the city. Discussion was made regarding public restrooms, city parks, the city canal/dredge, and the city pier.

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

Robert Carroll
Secretary/Treasurer
/nh