

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

Type: Monthly Meeting

When: Thursday, June 18, 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	Mike Burke	Attorney
Debbi Mulligan	Director	Nick Hunter	

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 Cathey and seconded by Director Petty to approve the May 21, 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 Cathey 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, and that Lisa Armbruster is continuing work on allocating funds through grants. President Shoaf stated that the Florida DEO has released a State Action Plan regarding potential funding due to the impacts from Hurricane Michael and that the beach project and city pier could qualify. She stated Dan Rowe is attending a meeting on the DEO's plan for requesting funding and will keep her up to date.
- **Marketing Campaign-** President Shoaf stated that Luckie should have the final campaign pitch to her by the end of the week for approval. 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 August and will run through the late spring of 2021. Discussion followed.

**New Business:**

- **Welcome Center Building-** President Shoaf presented the design renderings of the new Welcome Center. She stated that the City had approved of the plans and had placed the building out to bid, which is set to close on July 8th. The Board reviewed the renderings. Discussion followed.

**Events:**

- **July 4<sup>th</sup> Best Blast on the Beach-** President Shoaf stated the Special Events for Mexico Beach has finalized The Best Blast on the Beach Fireworks show and that it will take place at the end of Canal Parkway on July 4th. Special Events for Mexico Beach has stated that the annual race and children's fishing tournament will not be held this year. Discussion followed.

**President's Report:** President Shoaf updated the board regarding the Welcome Center protocols during phase II of Covid-19 for visitors and staff. She stated that the office had seen an uptick in visitation as

well as throughout the city. President Shoaf informed the board that she had discussed with the City's public works department about replacing the "Big White Chair" and was advised to hold off until the repairs on the canal would be complete. President Shoaf stated that the GollyWhopper Fishing Tournament had been placed on hold due to the State's Phase restrictions regarding Covid-19. She stated that should the State move into Phase III before July, the committee hopes to hold the tournament at the end of July, and if not, the tournament will not be held this year. Discussion was made regarding public restrooms and city parks.

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

Robert Carroll  
Secretary/Treasurer  
/nh