

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, August 20, 2020 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Al Cathey	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Wylie Petty	Director	Nick Hunter	
Shawna Wood	Director		

The meeting was brought to order at 9:57 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Cathey to approve the July 16, 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 Cathey 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; and June was the highest collected month since Hurricane Michael. President Shoaf also discussed with the board the number of taxable rental units on the beach and potential upcoming units. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is still moving forward. Request for permits have been submitted to the DEP/Army Corps of Engineers and are awaiting approval. 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. Request for reimbursement for funds on the first phase of the project which includes design and permitting have been submitted. 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.
- **Marketing Campaign-** President Shoaf stated that the marketing campaign with Luckie is on track and underway. The campaign will utilize the \$250,000 Visit Florida funds set aside for Mexico Beach which was received this week. President Shoaf discussed the marketing shoot including talent and locations and stated that shooting is scheduled to occur on September 2-3. President Shoaf states that the campaign will 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 had not accepted a bid for the new Welcome Center construction due to costs. After several cost lowering altercations were made to the plans, the City placed the project back out for bidding. Bids are to be opened and read on September 17, 2020. Discussion followed.

New Business:

- **FY21 Budget** - President Shoaf presented a FY21 Budget to the board. President Shoaf stated that while the Fund 126, BCCC contract, were increased, the Visit Florida Marketing grant and the roll-over from the BP grant will help 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. President Shoaf stated that Calendar Income was increased with regards to the selling of the advertisement sidebar spots. A new full-time employee was also included in the budget. Discussion followed. A motion was made by Director Cathey and seconded by Director Petty to accept the FY21 budget, the motion passed unanimously.

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- **Welcome Center Staff- President** Shoaf informed the board that the Hurricane Michael Relief grant that Mr. Hunter was previously working under had been re-authorized and the Mexico Beach CDC would only be responsible for 2 weeks of pay for Mr. Hunter. Discussion followed.

President's Report: President Shoaf stated all her reports had been covered in previous agenda topics.

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

Robert Carroll
Secretary/Treasurer
/nh