

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

Type: Monthly Meeting

When: Thursday, September 17, 2020 - Mexico Beach Welcome Center

Attending:

Debbi Mulligan	Director	Robert Carroll	Director
Cathey Hobbs	Director	Al Cathey	Director
Wylie Petty	Director	Kimberly Shoaf	President
Shawna Wood	Director	Nick Hunter	

The meeting was brought to order at 10:03 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 August 20, 2020 meeting minutes. The motion passed unanimously.

President Shoaf presented the YTD financials stating that the Visit Florida Grant funds had been received and thus changing the budget. After reviewed financial report a motion was made by Director Cathey and seconded by Director Petty to accept the FY20 YTD Financial Report. The motion passed unanimously.

President Shoaf presented an update FY21 Budget noting the change in the Grant Line Item (4050). After discussion, a motion was made by Director Carroll and seconded by Director Cathey. 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. President Shoaf stated that there has been an increase in the inquiry of vacation homes and some strategies other destinations have implemented to attract those homeschooling their children. She believes this will help Mexico Beach as visitors to these areas will be via drive markets. Discussion followed.

**Ongoing Business:**

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is on track with Lisa Armbruster continuing to apply for grants on the CDC/TDC's behalf. President Shoaf updated the board with the Sand Bypassing project, stating that the surveying of the sand sources has been complete and is now being compiled. Once that scope has been created, the project can go out for bid.
- **Marketing Campaign-** President Shoaf updated the board with the marketing campaign stating that the photoshoot, which took place two weeks ago was successful. It was stressed that this campaign is completely digital, so any changes to our community and services can easily be updated on the campaign. President Shoaf hopes to have a preview of the campaign available at the next board meeting. Discussion followed.

**New Business:**

- **2021 Calendar** – President Shoaf provided the board with a preview of the proposed 2021 Calendar and recommendation for the advertisement slots on the inside. She recommended a cost of \$150.00 for the sidebar adds to be sold to local business. Funding from these add sales and the BP grant money will be used to produce the calendars. The Welcome Center will distribute these calendars to the public free of charge. The board supported this recommendation and directed President Shoaf to proceed.

- **Christmas Tree Lighting Event** – The board discussed possible locations to hold the Christmas Tree Lighting Event and ultimately decided that last years location of the Mexico Beach Shopping Center would again be the ideal location. Due to current events there will be an appearance of Santa Clause via fire truck. President Shoaf stated that the Mexico Beach Fire Department will again be collected toys during the event that they will then be given out to local children on Christmas. The golf cart parade was also discussed and President Shoaf will be in communication with Tracy Gaddis who coordinates this event. Discussion followed.

**Presidents Report:**

- **Photo Contest** – The photo contest winners were announced and President Shoaf informed the board that prizes and certificates have been given out to the winners. She also noted that there were fewer entries this year compared to past years, contributing this to the pandemic.
- **Binding With Love Book Drive-** President Shoaf communicated that the Binding With Love Book Drive has received great support since its launch. The collection of books will be given out to those people of Louisiana effected by Hurricane Laura. The Mexico Beach Welcome Center serves as a drop-off location and the book drive will continue till the end of October.

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

Robert Carroll  
Secretary/Treasurer  
/nh