

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, November 12, 2020 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Robert Carroll	Director
Debbi Mulligan	Director	Kimberly Shoaf	President
Cathey Hobbs	Director	Kathy Krum	
Wylie Petty	Director	Mike Burke	Attorney
Al Cathey	Director		

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Cathey and seconded by Director Hobbs to approve the October 15, 2020 meeting minutes. The motion passed unanimously.

President Shoaf presented the YTD financials noting that funding from Line Item 4030 (Calendar Income) is funds from advertisement sales and that the projected remaining amount will be received from those requesting a calendar to be shipped. Discussion followed. After review, a motion was made by Director Cathey and seconded by Director Carroll to approve FY21 YTD final report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reported that September collection increased from previous year and that this is the end of FY20. She informs the board that per Tyler's count, there are 346 taxable units in Mexico Beach. Discussion followed. Director Carroll requested that the colors on the bar charts coordinate with each other and President Shoaf stated she would make that change.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that a draft State DEP permit is in hand and that the federal permit is still behind. She stated that this pushes the project one step closer to being shovel ready and this will help with finding funding and grant applications. Discussion followed. President Shoaf informed the board that the Inlet Sand Bypassing project for the City is currently out for bid and that bids for the construction of the project are due in two weeks. Discussion followed.
- **Marketing Campaign-** President Shoaf stated she attended the Bay Co. TDC meeting on November 10 to present the marketing campaign to the board. She stated that the TDC was very pleased with the campaign and the steps Mexico Beach and the CDC are continuing to make. President Shoaf stated that the campaign has received great numbers since the launch, which include over 1.1 million impressions and over 57,000 click to the website. Discussion followed.
- **Christmas Tree Lighting-** President Shoaf updated the board on the status of the event, noting she had met with Traci Gaddis, golf cart parade organizer, Sherriff Dept. Marty Williams, the fire department and 'Santa' to discuss the parade route and the event's program. President Shoaf stated that the event will be live streamed on the CDC's Facebook page and that this year's tree lighters will be Marty and Lori Blood. Discussion followed.

New Business:

- **MBCDC Board Seat Appointment-** Chairman Yarbrough presented a letter to the board from Mr. Jack Mullen, requesting to fill the Tourism Related Business seat. Director Petty asked what

all the qualifications were to meet this position and President Shoaf stated that the person must have a tourism related business, is an elector of Bay County and has a general interest and desire for the tourism industry for Mexico Beach. President Shoaf stated that Mr. Mullen meets all the qualifications. Discussion followed. Chairman Yarbrough called for a motion. A motion was made by Director Cathey and seconded by Director Petty to recommend Mr. Jack Mullen to the Bay County Board of County Commissioners for consideration in filling the seat of Tourism Related Business on the CDC board. Motion passed unanimously. President Shoaf stated that she will send the request to the BOCC for consideration and if appointed, Mr. Mullen would fill the seat's term which is up for renewal in September 2021.

Presidents Report:

- **“Stay it Forward” beach vegetation project-** President Shoaf stated that in partnership with the TDC and Bay District Schools that the first beach vegetation planting project took place last week and was very successful. She stated that two more projects are in the works before the end of the year. Chairman Yarbrough inquired about news media coverage and President Shoaf stated she would coordinate with the CVB and the school.

President Shoaf stated that Centennial Bank will be holding a ribbon cutting ceremony on December 3rd at 9:00am. She has coordinated with the Bay County Chamber who will be bringing over the ceremony items.

President Shoaf gave an update on the Welcome Center building, stating that the bid receipts had been pushed back and are scheduled to be received and opened on November 17th.

President Shoaf welcomed Kathy Krum back to the CDC staff. She stated that Ms. Krum has already hit the ground running and is delighted to have her back.

Audience Participation- Director Cathey gave an update on the City's projects which included the Canal, Pier, Hwy 98 Landscaping and Boat Ramp. Discussion followed.

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

Robert Carroll
Secretary/Treasurer
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