

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

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

Attending:

Sandie Yarbrough	Director	Shawna Wood	Director
Cathey Hobbs	Director	Jack Mullen	Director
Wylie Petty	Director	Kimberly Shoaf	President
Al Cathey	Director	Nick Hunter	
		Kathy Krum	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. Chairman Yarbrough welcomed newly appointed member, Jack Mullen, to the meeting. After review, a motion was made by Director Hobbs and seconded by Director Petty to approve the November 12, 2020 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf reviewed the current year-to-date financial report. President Shoaf informed the board that the Visit Florida grant is continuing to cover the marketing campaign. President Shoaf also updated the board on the continued utilization of the BP grant for the allotted expenses in the budget. Discussion followed. After review, a motion was made by Director Hobbs and seconded by Director Cathey to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reviewed the monthly tourist development tax collections. Discussion followed. The board was also updated on the unit count for rentals available and made aware of Kathy's work on finding units not registered with the TDT office.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is still moving forward. A permit from the DEP has been awarded for the project and Federal permitting is still in progress. President Shoaf, along with Lisa Armbruster, are continuing to work on request for funding, including legislative packets to be presented to Senator Gainer and Representative Trumbull. The board was informed that North Florida Construction was awarded the bid for the City's Inlet Sand Bypass project. The project should start shortly after the first of the year. The Mexico Beach CDC along with the TDC will match state funding. Discussion followed.
- **Marketing Campaign-** President Shoaf reviewed the marketing campaign progress and provided the board with statistics of those potential visitors being reached by it. She stated that Luckie has expressed that the campaign has been very successful with a higher than expected number of engagements. Discussion followed.
- **Audit-** President Shoaf updated the board on the status of the audit and she continues to supply the auditors with requested material. Discussion followed.

New Business: No new business.

Presidents Report:

- **"Stay It Forward"** – President Shoaf announced that the "Stay It Forward" beach vegetation project has been a large success. So far, with the help of the TDC, Mexico Beach has hosted two

school to come out and plant sea vegetation in the dunes along our beaches. President Shoaf hopes to host several more "Stay If Forward" planting events. Discussion followed.

- **Holiday Office Schedule-** The board was made aware of the Welcome Center holiday hours through the Christmas and New Year holiday. Discussion followed.

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

Sandie Yarbrough
President
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