

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday February 18th, 2021 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Wylie Petty	Director	Robert Carroll	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Al Cathey	Director	Kathy Krum	

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 Carroll to approve the Annual Board meeting minutes. The motion passed unanimously. After review, a motion was made by Director Cathey and seconded by Director Carroll to approve the January 25 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf reviewed the current year-to-date financial report. President stated that she has cancelled the Toll-Free number for the Welcome Center. Discussion followed. After review, a motion was made by Director Cathey and seconded by Director Mullen to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reviewed the monthly tourist development tax collections. She stated that she had made contact with the Rustic Sands campground to welcome the new owners and provided them with the paperwork to become bed tax partner. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the City's beach inlet sand bypassing project was completed February 12th 2021. President Shoaf shared that the Beach Restoration Project is still moving forward and that she and Lisa Armbruster, are continuing to work on request for funding, including legislative packets to be presented with the help of Representative Shoaf and Senator Gainer. Discussion followed.
- **Marketing Campaign-** President Shoaf reviewed the marketing campaign progress and provided the board with statistics. She stated that Luckie is still pleased with the growth increasing every month. Discussion followed.

New Business:

- **Vow Renewal-** President Shoaf stated that we have had the Vow Renewal in the past with increased participation every year. Director Mullen echoed President Shoaf's remarks and stated that the event was very well received and would like to see it take place this year. Discussion of date and location will be decided later.
- **TV Show-** Director Mullen presented the return of the TV Show. He stated he would like to bring back the show that had aired on the local channel before the Hurricane. Director Mullen presented his presentation of the agenda for the TV show. Discussion followed with the board supporting this action. Director Mullen stated that the pilot will be filmed on Feb. 25 and has secured all cast and film crew.

Presidents Report: President Shoaf stated that the Welcome Center is progressing on schedule. President Shoaf shared that MBARA has inquired about an advertising from the MBCDC for the MBARA Tournament Magazine. President Shoaf stated she agreed to place an ad in costing \$500.00. Discussion followed. President Shoaf stated that the Plein Air Paint out would be held March 19th-March 28th and that the Welcome Center would host the reception for this event on March 23rd with location pending. Discussion followed.

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

Robert Carroll
Secretary/Treasurer
/kk