

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, March 18, 2021 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Robert Carroll	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Jack Mullen	Director	Mike Burke	Attorney
Al Cathey	Director	Kathy Krum	

The meeting was brought to order at 10:14 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mullen and seconded by Director Carroll to approve the February 18, 2021 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf highlighted a couple of line items that had to be adjusted and explained the reason for the adjustment. Discussion followed. After review, a motion was made by Director Carroll 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 showing an increase from last month. President Shoaf stated that she has reached out to the new owners of the Mexico Beach RV Resort but has not heard back. Discussion followed.

Presentation: Rich Moreira with CRI presented the FY20 Audit report to the board. Mr. Moreira went through the report with the board and stated that the overall opinion of the FY20 audit was presented fairly in all material respects. Mr. Moreira disclosed one material weakness in the audit and stated that he had spoken with President Shoaf to correct this in the future. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is still moving forward, with the process of requesting funds from the state is continuing. President Shoaf stated that she is still waiting on a couple open invoices before submitting the City's Beach Inlet Sand project to the State for payment. Discussion followed.
- **Marketing Campaign-** President Shoaf reviewed the marketing campaign progress. She shared with the board what the current ads were that were receiving the biggest response. She stated that all the media platforms are continuing to perform very well. Discussion followed.

New Business:

- **Vow Renewal Event-**President Shoaf shared with the board that she would like to see the Vow Renewal event brought back this year with maybe the date sometime in September. Discussion followed. After discussion the Board agreed to host the event and directed President Shoaf to select a date for September 2021.

Sponsorships:

- Chairman Yarbrough presented a sponsorship request by the MBARA for their Kingfish Tournament on August 28, 2021. The amount requested was 1,200.00 and after discussion

Director Cathey made a motion and second by Director Mullen to award a sponsorship in the amount of \$1,000.00 to the MBARA Kingfish tournament. The motion passed unanimously. President shared that she did place an ad for \$500.00 in the MBARA Tournament Magazine.

Presidents Report: President Shoaf informed the board that the Plein Air Demonstration and Reception will take place on Tuesday, March 23. President Shoaf informed the board that since the Post Office has notified everyone of the closing in April, and that the PO Box renewal is in March, staff will complete a change of address and utilize the Welcome Center's physical address.

President Shoaf requested to the board to change the date of the May board meeting. The board agreed to move the board meeting to May 13, 2021. Chairman Yarbrough requested an email to be sent out to update the board on this change.

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

Robert Carroll
Secretary/Treasurer
/kk