

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, April 15, 2021 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Debbi Mulligan	Director
Cathey Hobbs	Director	Shawna Wood	Director
Jack Mullen	Director	Mike Burke	Attorney
Al Cathey	Director	Kimberly Shoaf	President
Wylie Petty	Director	Kathy Krum	

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 Mullen and seconded by Director Cathey to approve the March 18th, 2021 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf noted of 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 Cathey and seconded by Director Petty 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 over last month. Director Cathey inquired about the unit inventory makeup. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is still moving forward, with Lisa continuing the process of requesting funds from the state. President Shoaf stated that all the necessary invoices for the City's Beach Inlet Sand project were received and payment will be delivered to the City of Mexico Beach from both the State as well as the TDC's coverage for the city's cost share. Discussion followed.
- **Marketing Campaign-** President Shoaf reviewed the marketing campaign progress. She shared where the current ads were receiving the biggest response on all platforms. She stated that the Visit Florida grant will continue until June. Discussion followed.

Events:

- **Wedding Vow Renewal Event-** The board discussed and decided on the Vow Renewal date to be Sept 18, 2021 at 4:00 pm. The ceremony will be held on the west end of Mexico Beach and the reception to be held at the Welcome Center.
- **Thanksgiving Day Turkey Trot 5K-** President Shoaf presented to the board the idea of handing this event off to the Special Events committee to help offset the funds needed for the firework display on 4th of July. Board agreed and discussion followed.

Presidents Report: President Shoaf shared with the board that Mexico Beach was the winner of the 10th annual Garden & Gun Favorite Southern Beach Town contest. She informed the board that since the Post Office has worked out a temporary solution of their closing, that she renewed the PO Box for

another 6 months. The Welcome Center is on schedule for the July completion date. President Shoaf reminded board of the next board meeting date has changed to May 13th, 2021. President Shoaf proposed the idea of donating a used printer to Director Mullen for his use in writing and proofing the monthly newsletter, the board concurred.

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

Sandie Yarbrough
President
/kk