

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, May 13, 2021 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Shawna Wood	Director
Debbi Mulligan	Director	Kimberly Shoaf	President
Jack Mullen	Director	Kathy Krum	
Robert Carroll	Director		

The meeting was brought to order at 10:02 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mulligan and seconded by Director Wood to approve the April 15, 2021 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. 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 a significant increase over last month's tax collection. President Shoaf stated that the increase rate is also attributing to the increase in tax revenue. President Shoaf shared that Sugar Sands development is in the Mexico Beach TDT territory. President Shoaf stated that Gulf View Motel has their building permits and will start construction soon. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf attended the Bay Co. TDC board meeting to thank them for the continuing support of the beach nourishment project and inlet beach bypass project. President Shoaf shared a letter stating that Mexico Beach has been awarded the grant Rebuild Florida Mitigation General Infrastructure Program for the amount up to \$5,025,000.00 for Beach Renourishment. President Shoaf stated that the Beach Restoration Project is still moving forward, and we are waiting on the Federal permits. Discussion followed.
- **Marketing Campaign-** President Shoaf shared a detailed report of the ongoing marketing campaign progress. She shared with the board that the retargeting of our current ads are receiving the biggest response on all platforms. Discussion followed.

New Business:

- **Welcome Center Landscaping-**President Shoaf presented the Coast View estimate for the needed irrigation and landscaping additions to the welcome center not covered with original building contract. A motion was made by Director Carroll and seconded by Director Wood for the approval of the Welcome Center Landscaping additions. The motion passed unanimously.
- **Welcome Center Interior Décor-**President Shoaf shared with the board a chandelier for the entrance of the new Welcome Center has been purchased and that other furnishing would be needed in new building. Discussion followed.

Sponsorships:

- **Gollywhopper Classic**-President Shoaf presented a letter for sponsorship from the Gollywhopper Classic to be held on June 12, 2021. Discussion followed. Director Mullen made a motion to award \$1,000.00 to the Gollywhopper Classic. Director Wood seconded the motion. The motion passed unanimously.

Presidents Report: President Shoaf shared an email from the Bow Stern, a marketing agency out of Tallahassee, regarding free marking for a year, valued at \$250,000. President Shoaf conducted a zoom interview on May 4th and is awaiting to hear if the CDC will receive the award. She stated that traffic both walking and phone is continuing to increase at the Welcome Center along with highway and beach traffic around town. President Shoaf reminded the board she will be out of the office the following week to attend a marketing conference.

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

Robert Carroll
Secretary/Treasurer
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