

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

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

Attending:

Sandie Yarbrough	Director	Shawna Wood	Director
Wylie Petty	Director	Jack Mullen	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Al Cathey	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 Mullen and seconded by Director Carroll to approve the June 17, 2021, meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the financial report. President Shoaf shared that the line item 4050 was a grant received by Visit Florida and that line item 5010 was a grant received by BP. President Shoaf had shared that line item 4002 is a roll over from the previous year's Contracted Funds, and that the funds transfer was approved earlier this month by the Board of County Commissioners. Discussion followed. After discussion, a motion was made by Director Carroll and seconded by Director Cathey to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reviewed with the board the monthly tourist development tax collections showing a continuing increase over last year. President Shoaf pointed out that we are above what was projected by the county. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-**President Shoaf stated that the Beach Restoration Project is still moving forward. Lisa is continuing to look for available funding and still waiting for the Federal permit. President Shoaf Stating that Mike from MRD is also working to reclassify all the beaches as critically eroded. Discussion followed.
- **Marketing Campaign-** President Shoaf shared a detailed report showing a huge increase of activity on the campaign's platforms. President Shoaf stated that she would like to continue to roll the current campaign into next year with a few adjustments. Discussion followed.

New Business:

- **WC Landscape Upkeep-**President Shoaf presented the board with three bids from local lawn companies for the Welcome Center lawn maintenance and upkeep. Discussion followed. After discussion a motion was made by Director Petty and seconded by Director Carroll to award the contract to Coast View for the landscape lawn care for the Welcome Center. The motion passed unanimously.
- **Welcome Center Signage-**President Shoaf presented to the board the two quotes for a Welcome Center sign to be placed on the building. Discussion followed. After discussion a decision was made to reach out to the companies for a sample of the material and lettering of the signs. Then the discission was tabled until the next meeting.

- **FY 2022 Program of Work-** President Shoaf presented the board with a proposed FY 2022 Program of Work. President stated a few updates were made to the areas to reflect the changes of the growth and progress of Mexico Beach. Discussion followed. A motion was made by Directory Cathey and seconded by Director Mullen to approve the FY 2022 Program of Work. The motion passed unanimously. President Shoaf stated that the approved Program of Work will be sent to the Bay County TDC and then to Board of County Commissioners for final approval.
- **FY 2022 Budget-**President Shoaf presented the board with an outline of the FY 2022 budget. Director Cathey brought up a few questions on Beach Project and Canal Assistance Expenses. Discussion followed. President Shoaf stated that in the Employee Salaries, she has allotted a four percent raise for Kathy Krum. The board agreed with this recommendation. Chairman Yarbrough directed President Shoaf to research past funds given to the City for beach and canal support. President Shoaf will present a final budget to the Board at the next board meeting.
- **Employee Evaluation Review-** President Shoaf's results of her evaluation were presented and reviewed by board. Chairman Yarbrough thanked Directors Hobbs, Carroll and Mulligan for leading the employee review committee. After discussion a motion was made by Director Cathey and seconded by Director Wood to accept the employee review results and renew President Shoaf's contract with a proposed six percent raise. The motion passed unanimously.

Presidents Report: President Shoaf shared with the board that she had thanked Visit Florida for the grant that was provided for the marketing campaign. President Shoaf stated that she was notified by Bay County financial office that the previous Welcome Center has been requested to be purchased by another county department. The removal and transaction will take place in the next 30 days. President Shoaf shared with the board that on July 6th Dan Rowe had chartered a bus to bring his entire staff to visit the new Welcome Center.

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

Robert Carroll
Secretary/Treasurer
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