

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Wednesday, August 11, 2021 - Mexico Beach Welcome Center

Attending:

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

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 Cathey to approve the July 15, 2021, meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report stating that there was a change to line item 4002. President Shoaf stated that Bay County had previously placed \$40,000 of cash carry forward into the current FY21 budget number, thus the change in amount for line item 4002. President Shoaf stated that item line 6095 is for the renters and liability insurance for the Welcome Center.

- Director Petty joined the meeting

President Shoaf stated that there is a remainder of funds in the Visit Florida grant, and that Visit Florida has allowed the continuation of the current marketing campaign to run till end of August. President Shoaf stated that the BP grant would be expensed out by the end of the year. Discussion followed. After discussion, 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 with the board the monthly tourist development tax collections, stating that June was a record-breaking month since the storm. President Shoaf also shared that with the flow of traffic that was seen in July that it should also be well received as well for collections.

Ongoing Business:

- **Beach Restoration Project Update**-President Shoaf stated that the Beach Restoration Project is still moving forward, with no updates to report at this time.
- **Marketing Campaign**-President Shoaf stated that the remainder of Visit Florida grant will be used to carousel three of our most notable ads during August. Discussion followed.
- **WC Signage**-President Shoaf presented to the board the requested samples from Monumental Fabrications and the printout from Coast2Coast Printing. Discussion followed. After discussion a motion was made by Director Petty and seconded by Director Carroll to have the letters mounted individually on the building, in black lettering, and a do not to exceed amount of \$3,000.00. The motion passed unanimously.

New Business:

- **FY 2022 Budget**-President Shoaf presented the proposed budget for FY 2022 approval. President Shoaf reviewed the proposed budgeted line items and explained the descriptions of each expense. Discussion followed. A motion was made by Director Mullen and seconded by Director Carroll to accept and approve the FY22 Budget. President Shoaf will forward the approved budget and Program of work to the Bay County TDC for review and approval then to the Bay County Commissioners for review and approval.

Presidents Report: President stated that there has been an increase in the number phone calls and visitors to the Welcome Center. President Shoaf shared that her plans were to have a ribbon cutting at the Welcome Center when the previous Welcome Center trailer is moved to its new location. President Shoaf shared that she has filled out a sales tax application for the Welcome Center and has also ordered a credit card machine.

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

Robert Carroll
Secretary/Treasurer
/kk