

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, September 16th, 2021 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Wylie Petty	Director
Cathey Hobbs	Director	Mike Burke	Attorney (phone)
Jack Mullen	Director	Kimberly Shoaf	President
Al Cathey	Director	Kathy Krum	

The meeting was brought to order at 10:01 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 August 11, 2021 meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf stated that the remainder of 3,952.07 in Line 7030, has been expensed. Discussion followed. After discussion, a motion was made by Director Mullen and seconded by Director Petty to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax collections, stating that July was a record-breaking month since the storm. President Shoaf shared that with some rentals being new, the rates of rentals have increased thus helping with the revenue.

Ongoing Business:

- **Beach Restoration Project Update-** Director Yarbrough praised President Shoaf and the rest of the beach team on their continuous efforts for the beach restoration. President Shoaf shared that Lisa is continuing to push forward with the study to reclassify the entire beach as a criticality eroded classification.
- **Marketing Campaign-**President Shoaf stated that the remainder of Visit Florida grant has been expensed during August. She stated that the top notable ads were utilized and that they outperformed the average benchmark rate. President Shoaf stated that since this campaign preformed above expectations, that moving forward, the new marketing campaign will continue with social media carousal style ad placement and simply update the images and call to action messaging.
- **WC Signage-**President Shoaf presented to the board with the updated proposal for the Welcome Center sign. Discussion followed. After discussion Director Cathey and second by Director Petty to move forward with Monumental Fabrication. The motion passed unanimously

New Business:

- **Board of Directors Seat Appointments:** Director Yarborough relinquished the gavel to President Shoaf for the Board of Directors seat appointments. President Shoaf then presented the seat appointments as follows:
 - Mexico Beach Resident, held by Sandie Yarbrough- President Shoaf stated that Director Yarborough has agreed to continue to serve at the will of the board and that no other inquires have come forth for this position. A motion was made by Director Cathey and

second by Director Mullen to reappoint Director Yarbrough to the board. The motion passed unanimously.

- Mexico Beach Resident, held by Cathey Hobbs- President Shoaf stated that Director Hobbs has agreed to continue to serve at the will of the board and that no other inquires have come forth for this position. A motion was made by Director Cathey and second by Director Petty to reappoint Director Hobbs to the board. The motion passed unanimously.
- Mexico Beach City Council Representative, held by Mayor Al Cathey- President Shoaf stated that Director Cathey has agreed to continue to serve at the will of the board. A motion was made by Director Mullen and second by Director Hobbs to reappoint Director Cathey to the board. The motion passed unanimously.
- Business, Tourism Interest, held by Debbie Mulligan-President Shoaf stated that Director Mulligan has respectfully request to not be reappointed to the board but stated that she will finish her term ending on Sept. 30, 2021. The board thanked Mrs. Mulligan for her service and complied with her request. President Shoaf stated that at this time there are no inquires for this seat and it shall become vacant until an appointment is made by the board.
- Business, Tourism Interest, held by Jack Mullen- President Shoaf stated that Director Mullen has agreed to continue to serve at the will of the board and that no other inquires have come forth for this position. A motion was made by Director Cathey and second by Director Hobbs to reappoint Director Mullen to the board. The motion passed unanimously.

President Shoaf will take the reappointment recommendations to the Bay County Board of County Commission for consideration and approval. President Shoaf returned the gavel to Director Yarborough.

- **Welcome Center Monitoring System**-President Shoaf presented to the board a proposal from GSC Security Communications & Control Systems for the installation and monitoring of the security system in the Welcome Center. Discussion followed. After discussion a motion was made by Director Mullen and second by Director Petty to accept the proposal for installation and monthly monitoring by GSC Security Communications & Control Systems. The motion passed unanimously.
- **Welcome Center Landscaping Phase II**- President Shoaf presented the board with the three estimates for Phase II of the landscaping of the Welcome Center. The estimates were ranked from highest to lowest. Discussion followed. After discussion a motion was made by Director Cathey and second by Director Petty move forward with the lowest estimate, Kevin Lineberger. The motion passed unanimously.
- **Vow Renewal**-President Shoaf recommended that the vow renewal ceremony that was tentatively scheduled for November 2021 should be postponed. Director Mullen agreed with this recommendation due to the rise in Covid and the event should be rescheduled for spring of 2022. The board agreed with this recommendation.

Presidents Report: President Shoaf stated that the Photo Contest winners have been announced and a small token was sent to all the winners. President Shoaf stated that the advertisement slots of the 2022 Calendar will begin soon. Discussion was made. At the end of discussion, it was agreed that a business or individual shall be allowed to only purchase one slot in the calendar. President Shoaf will get with Mr. Burke on this language. President Shoaf stated that she has reached out to Chuck Messer rebuild the Adirondack Chair however, due to health reasons, he will not be able to. President Shoaf will continue to

search for a new builder. President Shoaf shared that the Welcome Center continues to see an increase in visitors despite the rainy weather.

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

Sandie Yarbrough
Chairman
/KK