

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Annual Meeting  
When: Monday, January 24, 2022- Mexico Beach Welcome Center

Attending:

|                  |          |                |           |
|------------------|----------|----------------|-----------|
| Sandie Yarbrough | Director | Jack Mullen    | Director  |
| Wylie Petty      | Director | Cathey Hobbs   | Director  |
| Shawna Wood      | Director | Kimberly Shoaf | President |
| Kathy Krum       |          |                |           |

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present.

**Election of Board Officers:** Director Yarbrough explained that per the MBCDC practices and procedures, the annual meeting is held for the express purpose of electing board officers for the coming year. Director Yarbrough called for a motion to appoint President Shoaf to be the moderator to run the election part of the meeting. A motion was made by Director Mullen and second by Director Petty. The motion passed unanimously.

President Shoaf called for a motion to make an appointment or retain the current officer for the Chairman seat. A motion was made by Director Mullen and seconded by Director Petty to maintain the current Chairman, Sandie Yarbrough, for the coming term. The motion passed unanimously.

President Shoaf called for a motion to make an appointment or retain the current officer for the Vice Chairman seat. A motion was made by Director Mullen and seconded by Director Petty to maintain the current Vice Chairman, Cathey Hobbs, for the coming term. The motion passed unanimously.

President Shoaf called for a motion to make an appointment or retain the current officer for the Secretary/Treasurer seat. A motion was made by Director Mullen and seconded by Director Wood to maintain the current Secretary/Treasurer, Robert Carroll, for the coming term. The motion passed unanimously.

President Shoaf returned the meeting back to Chairman Yarbrough.

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

Sandie Yarbrough  
Chairman  
/KK

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Monthly Meeting

When: Thursday, January 24, 2022 - Mexico Beach Welcome Center

Attending:

|                  |          |                |           |
|------------------|----------|----------------|-----------|
| Sandie Yarbrough | Director | Jack Mullen    | Director  |
| Wylie Petty      | Director | Cathey Hobbs   | Director  |
| Shawna Wood      | Director | Kimberly Shoaf | President |
| Kathy Krum       |          |                |           |

The meeting was brought to order at 10:04 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mullen and seconded by Director Hobbs to approve the December 16, 2021 meeting minutes. The motion passed unanimously.

**Financial Report:** President Shoaf presented the current year-to-date financial report. 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. She stated that collection trends are still showing a continued. Discussion followed.

**Ongoing Business:**

- **Beach Restoration Project Update**-President Shoaf shared with the board an email from Lisa Armbruster stating that there is not much of an update. We are still waiting on both FWS and NMFS to respond to the USACE so that they can process the federal permit. Lisa shared that there are continued meetings pushing this forward. Lisa is also coordinating with FDEP for the \$9 million grant to proceed and task out for the Erosion Control Line plans and specs preparation. Discussion followed.
- **Audit FY21 Update**-President Shoaf shared with the board that the audit is completed. She stated that Rich Moreria at Carr Riggs & Ingram would present the audit at the February board meeting.
- **Welcome Center Sign**-President Shoaf stated that the sign has been corrected and that she has received the final invoice.

**New Business:**

- **Marketing Media Strategy FY22**-President Shoaf presented the Media Strategy to the board for FY22. She stated that the campaign will focus on building awareness and consideration of Mexico Beach as a vacation destination through paid search and social media ad placements. President show reviewed the plan and stated that creative is currently being generated and the campaign is expected to launch at the end of January/first of February. Discussion followed.

**Sponsorship:**

- **Special Events for Mexico Beach, Inc.**-Chairman Yarbrough presented a sponsorship request from the Special Events for Mexico Beach for their Gumbo Cook-Off. Discussion followed. Director Mullen made a motion and was second by Director Wood to award \$2,000 to the Gumbo Cook-Off for marketing and promotions. Motion passed unanimously.

**Presidents Report:** President Shoaf stated that the Welcome Center is receiving a steady flow of visitors. President Shoaf shared that she had traveled to Tallahassee on January 19 for Tourism Day. She met with legislators to express concerns on the proposed bills that will affect the TDT statutes. Discussion followed.

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

Sandie Yarbrough

Chairman

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