

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

Type: Monthly Meeting

When: Thursday, March 17, 2022 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Wylie Petty	Director	Robert Carroll	Director
Shawna Wood	Director	Nick Caruso	Attorney
Cathey Hobbs	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 Petty to approve the February 17, 2022 monthly 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 Wood to approve the financial report. The motion passed unanimously.

**Tourist Development Tax Collections:** President Shoaf presented the monthly tourist development tax collections. President Shoaf shared that the bed tax collections are continually showing an increase. Discussion followed.

- Director Carroll joined the meeting

**Ongoing Business**

- **Beach Restoration Project Update-**President Shoaf stated that not much has changed since last month's update and that as soon as Federal permits are in hand, we can begin putting the shovels to the sand. Discussion followed.
- **Marketing Update-**President Shoaf presented to the board the launch of the Watauga Campaign. She shared clips of the campaign and how clicks are continually increasing across the social media platforms. Discussion followed.

**New Business:**

- **MBCDC Events**
  - Music in the Park-**President Shoaf brought up for discussion to bring back the Music in the Park concert series. Discussion followed. The board agreed to move forward with bringing this event back with the possibility of having food trucks to provide food for the events this September.
  - Vow Renewal-**President Shoaf brought up for discussion to host the Vow Renewal event. With date and location to be determined depending on the status of the completion of the park projects. Discussion followed. The board agreed to move forward with this event this October, pending facilities are completed at Sunset Park.
- **Parker Park discussion-** President Shoaf stated that the city is looking to move forward with a park layout concept for Parker Park. President Shoaf stated that she has a meeting scheduled

this afternoon with Dan Rowe and Doug Baber to discuss the vision of Parker Park. She shared that the city will be holding community workshop meeting on March 29<sup>th</sup>. Discussion followed.

**Presidents Report:** President Shoaf informed the board that the Forgotten Coast En Plein Air event would begin next week and that the Welcome Center will host the Student Art Day, Artist Demonstration and Artist Reception this year on Wednesday, March 23<sup>rd</sup>. She apologized for the delay in informing the board of these events. Discussion followed. President Shoaf shared that she was the recipient of a scholarship to attend the STS Marketing College. Discussion followed.

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

Robert Carroll  
Secretary/Treasure  
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