

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

Type: Monthly Meeting

When: Thursday, April 21, 2022 - Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:06am. Roll was called and a quorum was present. After review, a motion was made by Director Cathey and seconded by Director Mullen to approve the March 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 gave an update on the beach project stating that the County Commissioners accepted the grant award for the Mexico Beach Restoration project from the Beach Management Funding Assistance for \$9.2million. President Shoaf stated there is about \$80thousand needed for the completion of the ECL and final design/plans/specs. After discussion, President Shoaf will report back to the board the firm number and a recommendation to cover this project.  
President Shoaf gave an update on the City's CDBG-DR beach restoration grant. She noted that there are some parameters needing to be resolved with FDEO to allow for both grant fundings sources being applied to the same project. Discussion followed.
- **Marketing Update-**President Shoaf presented the prior month's performance overview. She noted the campaign is continuing to increase in impressions and clicks. Discussion followed.

**Events**

- **Punch on the Porch-** President Shoaf presented the Punch on the Porch event being held at the Welcome Center on May 6, 2022. She gave an overview of the event details and displayed the new promotional items to be given away during the event. Discussion followed.

**Sponsorships**

- **MBARA Kingfish Tournament-** Vice-chairman Hobbs presented a sponsorship request from the MBARA Kingfish Tournament. President Shoaf noted how the tournament director was

requesting funds for a piggyback style marketing sponsorship. President Shoaf presented a Visit Florida Co-op, Festivals and Events Promotion opportunity, noting the campaign incentives. Discussion followed. Director Cathey made a motion to award the MBARA Kingfish Tournament with an inhouse marketing sponsorship in the amount of \$1,850 in the Festivals and Events Promotion program through Visit Florida, Director Carroll second. Motion passed unanimously.

- **Gollywopper Classic-** Vice-chairman Hobbs presented a sponsorship request from the Gollywopper Classic. President Shoaf noted the tournament was seeking a \$2,000 marketing sponsorship and she gave examples of how they have and will utilize the marketing funds. Discussion followed. Director Cathey made a motion to award a \$2,000 marketing sponsorship to the Gollywopper Classic, Director Mullen second. The motion passed unanimously.

**Presidents Report:** President Shoaf stated that the Welcome Center visitation rate continues to increase and that spring had been very active with a forecast of an active summer on the horizon. She informed the board of the celebration of life for Capt. Chuck Guilford. Discussion followed. Director Mullen requested a wreath be sent to the service, should it be approved by the family. The board agreed. President Shoaf also informed the board of long-time volunteer LeRoy Duncan's passing and how a card of condolences had been sent to the family on behalf of the board.

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

Robert Carroll  
Secretary/Treasure  
/KK