

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, June 16, 2022 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Wylie Petty	Director	Cathey Hobbs	Director
Al Cathey	Director	Kimberly Shoaf	President
Kathy Krum			

The meeting was brought to order at 10:00am. Roll was called and a quorum was present. After review, a motion was made by Director Cathey and seconded by Director Hobbs to approve the May 19, 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 Hobbs to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax collections. President Shoaf stated that the bed tax collections are continuing to increase bringing collection closer to pre-storm tax collections, however she noted that rates are different when comparing pre-storm and post. Discussion followed.

Ongoing Business

- **Beach Restoration Project Update-** President Shoaf stated there is no updates.
- **Marketing Update-** President Shoaf distributed the marketing report, apologizing for it being omitted in the packet. She stated that the May campaign drove significant impressions to the website and the performance of the campaign continues to meet expectations. President Shoaf informed the board that the campaign will be paused for the month of June and July and will return in August. Discussion followed.

New Business:

- **FY 2023 Budget Discussion-** President Shoaf presented a draft FY23 budget. Chairman Yarbrough explained that the board needs to consider areas in which funding should be allocated towards and noted the beach projects. Discussion followed. President Shoaf will present a fully outlined budget at the July board meeting.
- **FY 2023 Program of Work Discussion-** President Shoaf presented a draft FY23 Program of Work. She stated that the overview of the program outlined areas including Marketing, Visitors Services, Operations, Special Events and Community Support. Discussion followed. Chairman Yarbrough stated the FY23 Program of Work will be on the July board agenda for review and approval.
- **Employee Review-** Chairman Yarbrough stated that President Shoaf's contract for FY23 is up for renewal. Director Yarbrough stated that per the contract a committee needs to be appointed for President Shoaf's evaluation. Director Hobbs, Director Carroll and Director Mullen will complete

the evaluation. The evaluation results and board recommendations will be discussed at the July meeting.

Presidents Report- President Shoaf stated that she attended the STS Marketing College in Macon Georgia last week, thanks to a grant from Explore Northwest Florida. She stated she's excited to begin implement the new ideas she learned. She stated that the Gollywhopper Tournament was this weekend along with opening of snapper season. President Shoaf brought up for discussion the return of Music in the Park and to feature it at Sunset Park this year. 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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