

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, May 19, 2022 - Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:03am. 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 April 21, 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 Cathey and seconded by Director Petty to approve the financial report. The motion passed unanimously.

- **FY2022- Budget Update**-Present Shoaf presented to the board the updated budget for FY22 received from the Bay County Commission office showing that there was an increase to line item 4002 of \$245.00. President Shoaf stated that the increase was tax collected from previous years and that the funds would be allocated to the Welcome Center Landscaping line item 7001. Discussion followed. After discussion, a motion was made by Director Mullen and second by Director Cathey to accept the funds. The motion passed unanimously.
 - Director Carroll joined the meeting

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax collections with a new chart for reporting. President Shoaf stated that she has verified the updated numbers with the Bay County Tourist Development Tax Office. President Shoaf shared that the bed tax collections are still showing a continued increase each month. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update**-President Shoaf update the board stating that Lisa is still waiting for Federal permit approvals and still working on the City's CDBG-DR beach restoration grant since there are some parameters still needing to be resolved with FDEO to allow for both grant fundings sources to be applied to the same project. Discussion followed.
- **Marketing Update**-President Shoaf presented the prior month's performance overview. She noted the campaign had a slight decline in April but overall, continuing to increase in impressions and clicks. Discussion followed.

New Business:

- **City of Mexico Beach Reimbursement Request**-President Shoaf presented to the board a reimbursement of the amount of \$6,480.00 for a dredge discharge hose need for the canal dredge repair from the City. Discussion followed. After discussion, a motion was made by Director Carroll and second by Director Mullen. The motion passed unanimously.

- **Mexico Beach Press Travel Articles-** President Shoaf shared with the board the Travel & Leisure article and the Global Traveler FXE Express Publication mentioning Mexico Beach as a top Summer 2022 travel destination. Discussion followed.

Presidents Report:

- **Marketing College-**President Shoaf reminded the board she will be away at Marketing College June 5-10 in Macon, GA.
- **Gollywhopper Classic-**President Shoaf shared with the board that the Gollywhopper Fishing Tournament will be held June 18th 2022 at the Mexico Beach Boat Ramp.

President Shoaf reported that the Punch on The Porch event was well received despite the weather. She stated that Welcome Center is continuing to see increased foot traffic. Discussion followed.

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

Robert Carroll
Secretary/Treasure
/KK