

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

Type: Monthly Meeting

When: Thursday, August 18, 2022 - Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:02am. 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 July 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 Carroll and seconded by Director Mullen to approve the financial report. The motion passed unanimously.

**Tourist Development Tax Collections:** President Shoaf presented the monthly tourist development tax collection report. President Shoaf stated that the bed tax collections for June were impressive and almost reaching FY18 collection numbers. Discussion followed.

**Ongoing Business**

- **Marketing Update-** President Shoaf reminded the board that the marketing campaign was paused for the month of June and July and has been reactivated for August. The focus on the relaunch will be targeting the visitors previously visiting the website for potential vacationing in Mexico Beach. Discussion followed.
- **City Beach Rake Request Follow-Up-** President Shoaf shared with the board the email correspondence from City Administrator, Doug Baber, of the follow up questions the board had concerning the beach rake cost. Discussion followed. After discussion, the board suggested that President Shoaf explore further options, with the potential RFP from the CDC for the item and present the findings to the board at the next meeting.

**New Business**

- **Request for Qualifications for Marketing Agency-** President Shoaf presented a Request for Qualifications for Marketing Agency (RFQ). She noted that Mr. Burke had reviewed the RFQ and it is ready for publishing. Discussion followed regarding the timeline of agency selection. Mr. Burke recommended a 30-day advertising period of the RFQ, then have the board short list the applicants prior to the October board meeting, during a special meeting. He recommended that the October board meeting hold presentations and selection of agency, contingent upon board vote. Discussion followed. After discussion Chairman Yarbrough instructed President Shoaf to move forward with publishing the RFQ and update the board during the publishing period, noting that a special meeting would potentially be called prior to the October meeting for board ranking of the received RFQs.

- **2023 Calendar**-President Shoaf presented to the board a copy of the business calendar letter for advertisement in the 2023 calendar. Discussion followed. President Shoaf stated that she will publish it in September.
- **Time Zone Adirondack Chair**-President Shoaf shared with the board the bid information for the building and painting of the Adirondack Chair to be placed on time zone line at Highway 98 and Highway 386. This project will be cost shared with the Gulf County TDC. The idea for this item it to make a “Instagramable” location for marketing purposes. The board supported this project.

#### Events

- **Music in the Park**-President Shoaf shared with the board a safety concern regarding the location of the events. She stated that she has been advised that the location may be perilous for parking and foot traffic with the amount of people who attend this event. Discussion followed. After discussion it was decided to wait for the outcome of the City’s Council meeting on August 23rd before making the final decision of relocating the events to Parker Park.
- **Christmas Tree Lighting**-President Shoaf presented the poster for Christmas Tree Lighting and discussion followed about the location of the event. President Shoaf stated that the City Administrator has plans to discuss this event at the upcoming council meeting. Chairman Yarbrough requested President Shoaf follow up with the board regarding City Council’s plans.

**Presidents Report:** President Shoaf reminded the board that she would be out of town August 31 through September 1 to attend the Visit Florida Governors Conference. She shared that volunteers attending the FLERA conference participated in “Stay if Forward” by planted 1,500 sea oats in Mexico Beach on August 5<sup>th</sup> and it was a successful event. She stated that the FY2023 program of work and budget had been approved by the Bay County TDC and both items would be presented to the Board of County Commissioners for their consideration and approval in September.

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

Robert Carroll  
Secretary/Treasure  
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