

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, September 15, 2022 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Cathey Hobbs	Director
Al Cathey	Director	Robert Carroll	Director
Shawna Wood	Director	Jack Mullen	Director
Mike Burke	Attorney	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 Mullen and seconded by Director Carroll to approve the August 18, 2022 monthly minutes. The motion passed unanimously.

- Mike Burke joined the meeting

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 Carroll to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax collection report. Shoaf stated that thanks to the Driftwood Inn opening in June the collections for July were impressive. President Shoaf noted that Dan Rowe sent an email to all Bay TDC directors about Mexico Beach's continued accomplishments.

Ongoing Business

- **Marketing Update-**Shoaf stated that the refreshed advertising campaign has increased the number of impressions and clicks to our website. The updated ads and new imagery are drawing new viewers to the website which is serving its purpose.
- **Beach Restoration Project Update-**President Shoaf shared with the board that Dr. Wesley Brooks, Chief Resilience Officer, from the State is assisting with the process of bringing the \$5M City's DEO grant and our \$9M DEP grant together for the beach restoration project. She noted that this is a move in the best direction and with these pots combined, the full beach restoration project will be able to financially be shovel ready. She stated that Lisa is still waiting on the signed Federal Permit.
- **Beach Rake Update-**President Shoaf shared with the board the information concerning different companies and refurbished beach rakes. Discussion followed. After discussion, the board decided to task President Shoaf with continuing to pursuit and follow up after the first of the year.

New Business

- **RFQ Marketing Agency-review schedule-** Chairman Yarbrough presented to a timeline for the advertising agency RQF selection process. Discussion followed. After discussion, the board agreed to hold a special meeting on September 26th at 10:00am for the shortlist of RFQ's and a special meeting on October 13th at 10:00 am for RFQ presentations from the selected companies. President Shoaf will send an email verifying the timeline to the board.

Events

- **Music in the Park**-President Shoaf noted that Flabbergasted Band is performing tonight. She noted a successful turnout from the past two concerts. President Shoaf informed the board that the fire department cooked hot dogs last week and will continue to for the remainder of the month. The donations collected will benefit their Fire Prevention Program in October.

Presidents Report: President Shoaf gave an update on the chair's building status and noted that Shane who built the one at the Welcome Center will be constructing this chair. Discussion followed. President Shoaf stated that the Governor's Conference was a good networking experience. She shared that the 2023 calendar ads have been secured and will be sending the images, ads and information to Coast-to-Coast Printing Company around the first of October. Director Cathey asked President Shoaf if she had any information on the Fishing Aggregated Device (FAD) buoys projects they had discussed earlier. Discussion followed. Board decided to have Shoaf to continue to explore the project further. A motion was made by Director Cathey and second by Director Mullen to adjourn the meeting. The motion passed unanimously.

Robert Carroll
Secretary/Treasure
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