

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF SPECIAL MEETING

Type: Special Meeting

When: Thursday, October 27, 2022 – Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:00am. Roll was called and a quorum was present.

Presentations

- **RFQ Agency Presentation Order Selection-** Director Yarbrough requested President Shoaf to explain the presentation process. President Shoaf explained the process and stated that a member from each agency would randomly select a piece of paper that would reveal their presentation order number. A member from each agency selected then revealed their number. President Shoaf called out each agency's presentation number with the first presentation by The Mitchells Agency, the second presentation by Madden Media and the third presentation by Advance Travel & Tourism.
- **RFQ Agency Presentations:**
 - The Mitchells Agency team gave their presentation and answered questions from the Board.
 - Madden Media team gave their presentation and answered questions from the Board.
 - Advance Travel and Tourism team gave their presentation and answered questions from the Board.

Action Item

- **MBCDC Board Ranking of Agency Presentations-** Mike Burke advised the Board to individually rank each agency. Each Board member completed their ranking sheets then submitted it to President Shoaf. Director Yarbrough then opened the floor for discussion. Discussion was made. President Shoaf tallied the rankings with Kathy Krum verifying the count. President Shoaf presented the rankings to the Board stating that Madden Media received 18 points, The Mitchells Agency received 13 points, and Advance Travel and Tourism received 11 points. Discussion followed. Director Yarbrough called for a motion to accept the rankings. A motion was made by Director Mullen and seconded by Director Carroll to accept the rankings as presented. The motion passed unanimously. Director Yarbrough called for a motion to direct staff in the ranking order to enter contract negotiations, with first being Madden Media. Director Carroll made the motion, seconded by Director Mullen. The motion passed unanimously. Director Yarbrough addressed all the agencies, thanking them for their participation and stated that the Board has selected Madden Media as their marketing agency.

Audience Participation- none

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

Robert Carroll
Secretary/Treasurer
/kk