

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, November 17, 2022 - Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:00 am. 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 October 20, 2022 monthly minutes. The motion passed unanimously. After review a motion was made by Director Cathey and seconded by Director Carroll to approve the October 27, 2022 special meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the FY23 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 stating that Mexico Beach ended the year well. She noted that revenue increased over last FY even though total number of rentals is still down from pre-storm. Discussion followed.

Ongoing Business

- **Beach Restoration Project Update-**President Shoaf shared that the County has signed the letter of intent to transfer the DEO CDGB-DR funds and now are waiting for DEO to grant the transfer.
- **Marketing Update-**President Shoaf stated that October drove a significant number of impressions to the website and the overall campaign performed above average. Discussion followed.
- **MBCDC Board Appointment-Odum-** President Shoaf stated that they County has approved Bridget Odum to the MBCDC Board of Directors.

New Business

- **Marketing Agency-Madden-**President Shoaf stated that Madden should have the marketing contract signed next week and there are no expected negotiations. Discussion followed.
 - Director Cathey left the meeting

Presidents Report- President Shoaf stated that the Welcome Center would be closed November 24 and 25 for the Thanksgiving holiday. Shoaf shared the Turkey Trot would be on Thanksgiving Day and the Christmas Tree lighting is December 4th at Parker Park.

Director Yarbrough stated meeting adjourned.

Robert Carroll
Secretary/Treasurer
/kk