

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, February 16, 2023 - Mexico Beach Welcome Center

Attending:

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

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Carroll and seconded by Director Mullen to approve the January 23, 2023 annual meeting minutes. The motion passed unanimously. After review, a motion was made by Director Mullen and seconded by Director Carroll to approve the January 23, 2023 monthly meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf stated that line item 4035 will have revenues once audit has been finalized. President Shoaf reviewed the budget expenses stating that all expenses have been inline with the budget. Discussion followed. After discussion, a motion was made by Director Cathey 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 collections. Stating that while December saw a decrease from previous year, the collections for year over year are higher. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update**-President Shoaf shared that Lisa Armbruster has made progress with the Army Corps and that the federal permit is seeing some review. President Shoaf stated that once the federal permit is received, the beach project will be considered fully shovel ready and will allow for additional grant opportunities. Discussion followed.
- **Marketing Updated**-President Shoaf presented the January media report, provided by Madden. She gave an overview of the performance highlights and presented creative and content conceptions. Director Petty inquired about updating the image library and President Shoaf stated that a full photo and video shoot will be planned in the coming months. President Shoaf stated that two members from the Madden team will be coming to the destination in March to gain a better idea of the destination and ways to enhance the messaging around the marketing campaign. Discussion followed.

Events:

- **Plein Air Paint-out, Mexico Beach Days**-President Shoaf noted the Plein Air paint-out activities that will be occurring in Mexico Beach. She stated that on Saturday, March 18, the QuickDraw will take place at Sunset Park and then on Monday, March 20, artist demonstration will take place around the city with the reception to follow at the Welcome Center.

- **Vow Renewal-** President Shoaf stated that the Vow Renewal is set for Saturday, April 22, at Sunset Park. She gave an update on the number of couples that have already registered along with their home town. Discussion followed.

Sponsorship:

- **MBARA Kingfish Tournament:** Director Yarbrough presented the MBARA's Kingfish sponsorship request. She asked President Shoaf to give an overview of last year's board sponsorship. President Shoaf stated that the board voted to award an in-house marketing sponsorship which was applied towards a Visit Florida Co-op for Events/Festivals. She stated that according to the report, the campaign was a success. President Shoaf stated that that co-op is currently not available through Visit Florida but she has reached out to the agency that hosted it to inquire if it would still be doable. Discussion followed. After discussion, a motion was made by Director Carroll and seconded by Director Petty to award up to \$2,000 of in-house marketing sponsorship for the 2023 MBARA Kingfish Tournament. The motion passed unanimously. Director Yarbrough tasked President Shoaf with gathering marketing options for this sponsorship.

Presidents Report-President Shoaf thanked the board for their support this past week with regards to her father. She noted that visitation has picked up at the welcome center with winter residents enjoying the area. She reminded the board that the Gumbo Cook-off will be this coming Saturday. President Shoaf stated that the Welcome Center will host Punch on the Porch during tourism appreciation month, May, and will have more details on the event at the next meeting.

Audience Participation: none

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

Robert Carroll
Secretary/Treasurer
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