

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

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

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Wylie Petty	Director	Cathey Hobbs	Director
Bridget Odum	Director	Robert Carroll	Director
Shawna Wood	Director	Kimberly Shoaf	President
Kathy Krum			

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 Mullen and seconded by Director Wood to approve the February 16, 2023 monthly meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf stated that there were no changes to the FY23 budget. 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 report stating that our collections are up from the previous January and the spring break visitation appears to be in town. Discussion followed.

Presentation-FY22 Audit: Rich Moreira from Carr, Riggs & Ingram distributed and presented the FY22 audit report. Mr. Moreira reviewed financial statements and compliance report stating that it was a clean audit with no findings. He noted additional notes in the audit and would let the board review them in their own time. President Shoaf stated that if any board member has questions after reviewing the audit, she would get them in contact with Rich to help answer.

Ongoing Business:

- **Marketing Update:** Jen Carlisle with Madden Media joined the meeting via zoom to present the marketing update. She recapped her recent visit to Mexico Beach then presented the marketing report highlighting website and search engine traffic, targeting tactics and how they plan to move forward with creative adds and updated photo shoots. Discussion followed
- **Beach Restoration Project Update-**President Shoaf stated there is no update at this time and the project is continuing to move forward. Discussion followed.

New Business:

- **Vow Renewal-** President Shoaf stated that the Vow Renewal is set for Saturday, April 22, at Sunset Park. She stated that we have 72 couples that have already registered. Director Mullen noted the ceremony plans with reception afterwards. President Shoaf inquired about hiring a photographer to capture images. Discussion followed.
- **City of MB reimbursement request-dredge materials-** Chairman Yarbrough presented an invoice request received from the City of Mexico Beach for \$9,975.73. Discussion followed. After discussion Director Carroll made a motion and Director Petty seconded the motion to reimburse

the city \$7,734.00 which is the remainder of the line item 7080 budgeted for Canal Dredge Assistance. The motion passed unanimously.

Presidents Report-President Shoaf shared with the board the planning of the 2nd Annual Punch on the Porch scheduled for May 5. She noted that the Welcome Center is busy and glad to see some of our snowbirds have returned to the area. She shared that the process has started to place the Beach Cam at the Driftwood Inn. President Shoaf noted the Plein Air paint-out activities that will be occurring in Mexico Beach.

Audience Participation: none

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

Robert Carroll
Secretary/Treasurer
/kk