

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, April 20, 2023 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Wylie Petty	Director	Cathey Hobbs	Director
Bridget Odum	Director	Robert Carroll	Director
Al Cathey	Director	Kimberly Shoaf	President
Mike Burke	Attorney	Kathy Krum	

The meeting was brought to order at 10:02 a.m. 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 March 16, 2023 monthly meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. President Shoaf went through the budget noting the receivables and expenditures for the year. 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 report. She noted the collections continue to rise from the previous years. President Shoaf stated that March beach traffic has increased and the reopening of the Gulf View Motel will assist the next month's TDT. Discussion followed.

Marketing Update: President Shoaf presented the monthly marketing update. She stated that Madden will be back in town the first part of May to conduct the photo and video shoot that is in the marketing plan. President Shoaf reviewed the marketing recap report with the board, noting that organic and paid marketing continue to outperform the standard performance rates. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-**President Shoaf stated there is no update at this time and the project is continuing to move forward.
- **Wedding Vow Renewal, April 22, 2023-** President Shoaf noted that 82 couples have signed up for the event, with 48 confirming the RSVP. President Shoaf stated that three lodging partners have confirmed reservations due to this event. Discussion followed. Director Mullen inquired about a videographer for the ceremony and President Shoaf stated she is working to secure one, however she has not had a confirmation at this time. President Shoaf stated she has reached out to both news stations for press coverage and will reach out to the local papers as well.

New Business:

- **Mexico Beach Fire Rescue-public safety fund request: floating dock-** Chairman Yarbrough presented a funding letter of request from Fire Chief Walker. President Shoaf stated the request being made is for the fire department's jet ski to have a permanent lift in the canal so they can respond quickly to any water emergencies in a timely manner. Discussion followed. Director Petty inquired about use of TDT for funding and President Shoaf explained the statute that allows for TDT dollars to reimburse public safety as related to tourism needs. Discussion

continued. President Shoaf stated that the Fire Department has received a grant from the St. JOE Company, however the allotment of the grant to cover this item was not yet known at time of meeting. Discussion continued. After discussion Director Carroll made a motion to award up to \$4,165.60 with a caveat that if not needed due to the St. JOE Company grant, the funds come back to the MBCDC. Director Petty seconded the motion. The motion passed unanimously.

Sponsorship Request- Gollywopper Classic: Chairman Yarbrough presented a sponsorship request from the Gollywopper Classic fishing tournament to the board. Discussion followed. After discussion, a motion was made by Director Mullen and seconded by Director Petty to award a \$2,000 marketing sponsorship to the Gollywopper Classic. The motion passed unanimously.

Presidents Report: President Shoaf shared with the board the inhouse marketing plan for the MBARA Kingfish Tournament to create internet radio campaigns for the tournament. President Shoaf informed the board of the return of Punch on the Porch, to celebrate National Travel and Tourism Month. The event will take place on Friday, May 5th. She noted that the Port St. Joe Garden Club had donated potted flower arrangements to the Welcome Center as an appreciation for the Welcome Center's support to promote the Club's events. President Shoaf also acknowledged the Little Library that was donated to the Welcome Center from the Driftwood Inn and it has added a nice touch to the porch. President Shoaf informed the board of the 501C-3, Foundation for Parks & Recreation Community Support Inc, that is being create by Dan Rowe to allow the MBCDC/TDC to tap into funding resources not available to 501C-6 organizations that will allow for grants to assist with parks, arts and cultural, artificial reefs and community beach support. President Shoaf stated that Mr. Rowe has asked her to sit on this board once created.

President Shoaf thanked Director Cathey for his years of service to the MBCDC. She stated that his efforts and dedication have been greatly appreciated and that he has been a wonderful ally for the tourism industry for Mexico Beach as well as a strong advocate for the city to continued to flourish. She stated that Director Cathey will be greatly missed as serving on the board. Director Cathey thanked the board for their continued hard work and stated he will continue to be a strong advocate for Mexico Beach tourism.

President Shoaf inquired to the board on the vacancy left by Director Cathey. Mr. Burke stated that the board could make a suggested recommendation to appoint a replacement for the city representative, but ultimately it is at the discretion of the MBCDC board with the County Commission making the final approval. Discussion was made. After discussion a motion was made by Director Mullen, seconded by Director Carroll, to request Adrian Welle to fulfill the city seat and should he decline to then request Jerry Smith. The motion passed unanimously.

Audience Participation: none

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

Robert Carroll
Secretary/Treasurer
/kk