

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, May 18, 2023 - Mexico Beach Welcome Center

Attending:

Cathey Hobbs	Director	Jack Mullen	Director
Wylie Petty	Director	Bridget Odum	Director
Robert Carroll	Director	Adrian Welle	Director (not official)
Kimberly Shoaf	President	Mike Burke	Attorney

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 Petty to approve the April 20, 2023 monthly meeting minutes. The motion passed unanimously. President Shoaf welcomed new board member, Adrian Welle, however Mr. Welle's appointment had not been approved by the Board of County Commissions. President Shoaf noted this approval should be on the County's June 6 meeting.

Financial Report: President Shoaf presented the current year-to-date financial report. 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 increase from the previous years. Director Carroll inquired if the TDT is up from pre-storm and President Shoaf noted that collections are in line to March of 2018. Discussion followed.

Marketing Update: Jen Carlisle joined via video chat and presented the marketing report. Ms. Carlisle gave a recap of the April website and media performances. She highlighted the Google and Meta increases and noted the platforms tactic insights. Ms. Carlisle gave a preview of the photo shoot that had taken place the week prior and stated that the new imagery would be incorporated into the marketing campaign.

Ongoing Business:

- **Beach Restoration Project Update-**President Shoaf gave a project update via Lisa Armbruster. President Shoaf noted that the project continues to move forward and all working parts are in place. Once the federal permit is secured the project will be shovel ready. Discussion followed.
- **Unforgettable Vow Renewal Event Recap-** President Shoaf noted that 50 couples participated in the event. She stated that the event brought visitors to the destination, with them staying with overnight lodging partners, thus a success. Director Mullen reported that the event was very complimentary from those who participated and he feels it will continue to grow with interest. Discussion followed.
- **Punch on the Porch Event Recap-** President Shoaf stated that the event to promote National Travel and Tourism Appreciation was well received. She stated that the Bay County Chamber had assisted with the promotion of the event and both local news stations came to highlight the event the week of. Discussion followed.

Presidents Report: President Shoaf shared with the board that Kathy Krum is still out on medical leave. She has been in contact with Ms. Krum regarding her health. President Shoaf stated that she will be looking for additional part-time employee(s) until Ms. Krum returns. Discussion followed.

President Shoaf informed the board that the Bay County TDC has reached a level of growth to qualify for an addition one cent for TDT collections. She outlined ways the additional penny could assist the MBCDC with marketing, community support and overall operations of the MBCDC. Director Carroll stated that this tax would be presented to the County Commission and must pass with a super majority. Discussion followed. President Shoaf asked the board to consider designating the third cent for beach nourishment. Mike Burke stated that this could be done with board vote. Discussion followed. President Shoaf will have the third cent allocation on the next month's agenda for consideration.

President Shoaf noted she will be out of the office to attend marketing summit and marketing college the later part of May and first of June. She stated that she will make sure the office is staffed while she is out.

Audience Participation: none

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

Robert Carroll
Secretary/Treasurer
/kk