

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

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

Attending:

Sandie Yarbrough	Director	Bridget Odum	Director
Adrian Welle	Director	Daniel Rosenheim	Attorney
Jack Mullen	Director	Kimberly Shoaf	President
Cathey Hobbs	Director	Kathy Krum	
Robert Carroll	Director		

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 Hobbs to approve the June 15, 2023 monthly meeting minutes. The motion passed unanimously.

- Bridget Odum joined the meeting

Financial Report: President Shoaf presented the current year-to-date financial report. Discussion followed. After discussion, a motion was made by Director Carroll and seconded by Director Welles to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report stating the collections are continuing to climb. Discussion followed.

Marketing Report: President Shoaf presented the marketing report from June. She emphasized the continued increases of the online campaign performance and noted the areas where visitation from the campaign is generating. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf stated she does not have a report but that the project continues to move forward.

New Business:

- **Allocation of TDT third cent-**President Shoaf presented the possibility of allocating the 3rd penny of the tourist development tax collection for beach management areas. Discussion followed. Director Carroll inquired if the penny needs its own account with the Clerk's office. President Shoaf stated she would look into that and report back. The consensus of the board was to move forward with the ability of directing the third penny for beach restoration. Chairman Yarbrough directed President Shoaf to consult with legal and the TDC on this matter. President Shoaf will report back to the.
- **FY2024 Program of Work-** President Shoaf presented the FY2024 Program of Works for review. Discussion followed. After discussion a motion was made by Director Carroll and second by Director Mullen to accept the FY2024 updated Program of works. The motion passed unanimously. President Shoaf stated that the FY2024 Program of Work will be presented to the TDC board for approval and then sent to the County to consideration and approval.
- **Employee Evaluation-**Chairman Yarbrough stated that President Shoaf's evaluation was completed by Director Carroll, Director Petty and Director Mullen. Chairman Yarbrough stated that the ranking of her evaluations was all exceptional rating with high praises on her

performance. Discussion followed. After discussion a motion was made by Director Mullen and seconded by Director Welle to approve a 10% raise for President Shoaf and accept her FY24 contract. The motion passed unanimously.

- **MBCDC Personnel Policy**-President Shoaf presented an updated MBCDC Personnel Policy. Discussion followed. After discussion a motion was made by Director Welle and seconded by Director Mullen to accept the updated MBCDC Personnel Policy. The motion passed unanimously.
- **FY2024 Budget**-President Shoaf presented a FY2024 budget. Chairman Yarbrough had President Shoaf discuss each line areas. After discussion a motion was made by Director Carroll and second by Director Mullen to approve the FY2024 Budget. The motion passed unanimously. President Shoaf stated that the FY24 Budget will be presented to the TDC board for approval and then sent to the County to consideration and approval.

Presidents Report: President Shoaf noted the article in the Southern Living magazine highlighting Killer Seafood raking as a top seafood dive and the Garden and Guns online magazine featuring a write-up on Mexico Beach. She shared the poster for Music in the Park for September. She stated that the city had installed a bike rack at the Welcome Center. Discussion followed.

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/Treasure
/kk