

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, June 15th 2023 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Jack Mullen	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Wylie Petty	Director	Mike Burke	Attorney
Shawna Wood	Director	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 May 18, 2023 monthly meeting minutes. The motion passed unanimously.

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 Petty to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report. She noted that the El Governor has reopen and their collections will reflect on the June report. Discussion followed.

Marketing Update: President Shoaf presented the marketing report from May. She highlighted the performance increases from the online campaign and noted the areas where visitation from the campaign is generating to off the website. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf stated there was not a report but that the project continues to move.

New Business:

- **FY2024 Program of Work-** President Shoaf stated that the FY2024 Program of Work is up for discussion and updates are needed. Director Mullen volunteered to help President Shoaf draft the FY2024 Program. Chairman Yarbrough noted she will assist in proofing once the draft was complete. She tasked President Shoaf with placing the FY2024 Program on the July's agenda for consideration.
- **FY2024 Budget-** Chairman Yarbrough stated that the FY2024 budget is up for preplanning. President Shoaf highlighted areas focusing on marketing for portions of the budget as well as beach projects. President Shoaf mentioned that she would like to budget for a new pocket map and asked the board to consider this request. Discussion followed. Chairman Yarbrough told the board to offer any input to President Shoaf and that she will present a tentative budget at the July meeting. Discussion followed.
- **Employee Review-** Director Yarbrough stated that President Shoaf's contract for FY24 is up for renewal. Director Yarbrough stated that per the contract a committee needs to be appointed for President Shoaf's evaluation. Director Carroll, Director Petty and Director Mullen were selected to meet with Shoaf and complete their evaluations. The evaluation results and board recommendations will be presented at the July meeting.

Presidents Report: President Shoaf stated that she completed her second year of Marketing College last week and attended Destination's Florida marketing summit the week prior. She stated that she would be on vacation June 26 thru June 30. President Shoaf noted the return of Kathy Krum and showed her appreciation to Mark for his help. She stated that the Gollywhopper Classic is taking place June 24 and she shared the radio ads she created for the inhouse marketing for the MBARA Kingfish Tournament. Discussion followed.

Audience Participation: none

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

Sandie Yarbrough
Chairman
/kk