

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, September 21, 2023 -Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Adrian Welle	Director
Shawan Wood	Director	Jack Mullen	Director
Cathey Hobbs	Director	Robert Carroll	Director
Wylie Petty	Director	Kimberly Shoaf	President
Mike Burke	Attorney (phone)		

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 Carroll and seconded by Director Mullen to approve the August 18, 2023 monthly meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the current year-to-date financial report. She noted that all the funds from Line #4000 have been received and all future revenues will be allocated to Line #4002 for BOCC Contract Fund-126. Discussion followed. After discussion, a motion was made by Director Welle 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 July revenues increased from previous years, part to the holiday and El Governor Resort back online. Director Welle inquired about pre-Michael numbers and President Shoaf stated that revenues are currently ahead of pre-2018, however inventory is still down. Discussion followed.

Marketing Report: President Shoaf presented the August marketing recap. She noted the continued increase of clicks to the website due to the online campaign performance and highlighted the areas where visitation from the campaign is being generated. President Shoaf stated that the FY24 marketing plan will be presented at the October meeting for review and approval. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf stated no new updates but the project continues to move forward.
- **2024 Calendar-** President Shoaf stated that the calendar advertisement slots have all been sold, and in a record time. Discussion followed. President Shoaf state that the calendar is expected to be ready by mid-October.

New Business:

- **Expedia Co-op with Gulf Co. TDC-**President Shoaf presented the marketing campaign on Expedia/VRBO with Gulf County TDC. She stated that with the volume of shared vacation rental partners, this campaign will help promote both areas to a larger, targeted demographic and will showcase the good aspects from both destinations. Discussion followed. President Shoaf stated that the campaign is expected to launch in mid-November with a target booking window for visitors between February and April.
- **Mexico Beach Destination Map-**President Shoaf presented the 2017 advertising map contract and stated that in past board discussions, a new map was needed. The current map has managed to last for five years, however some of the businesses are no longer in business.

Discussion followed. The board instructed President Shoaf to set the advertising rate at \$150 per business and set the order quantity at 20,000. President Shoaf said she will begin working on this publication and advertising contracts will go out to Mexico Beach businesses in October.

Presidents Report: President Shoaf thanked Kathy Krum and Director Mullen for helping cover the first Music in the Park concert in her absence. She said that both concerts have been well received and spoke about the remaining two bands slated to perform. President Shoaf informed the board that she will be out of the office next week, however she will be back in time for the Thursday concert. President Shoaf stated that she has published the job opening for the MBCDC Interactive Marketing Specialist. Discussion followed. She showed the board the new website design and the return of the beach cam. Discussion followed.

Audience Participation: none

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

Robert Carroll
Secretary/Treasure
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