

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, October 19, 2023 -Mexico Beach Welcome Center

Attending:

Robert Carroll	Director	Adrian Welle	Director
Shawan Wood	Director	Jack Mullen	Director
Cathey Hobbs	Director	Bridget Odum	Director
Wylie Petty	Director	Mike Burke	Attorney (phone)
Kimberly Shoaf	President	Kathy Krum	

The meeting was brought to order at 10:06 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 September 21, 2023 monthly meeting minutes. The motion passed unanimously.

Financial Report: President Shoaf presented the close out FY2023 budget report and the FY2023 year to date financial report showing the funds that would carry over to FY2024. President Shoaf then presented the FY2024 year to date financial report. Discussion followed. After discussion, a motion was made by Director Carroll and seconded by Director Welle to approve the FY2023 and FY2024 financial reports. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report showing that August revenues have continued to increase from previous years. Discussion followed.

Presentation: Ashley Simmons from Madden Media presented the Marketing Plan overview for FY23 and introduced the Marketing plan strategies for FY24. Discussion followed. After discussion a motion was made Director Welle and seconded by Director Carroll to accept the FY24 Marketing plan. The motion passed unanimously.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf shared an email from Lisa Ambruster updating the progress of the restoration project. Mrs. Armbruster stated that they have received questions from the submitted permit and have addressed them. The project is still moving forward.
- **MBCDC FY24 Contract & Program of Work-** President Shoaf stated that the MBCDC FY2024 Contract and Program of Work was presented to the BOCC for approval and that it was approved unanimously. Discussion followed.

New Business:

- **Winter Visitors Activities:** President Shoaf shared with the board that there is an interest from some of our visitors to bring back some of the activities that the MBCDC has hosted in the past. Discussion followed. After discussion the board directed staff to explore ideas and costs of activities. President Shoaf stated she will present the findings at the next board meeting.

Presidents Report: President Shoaf shared the continued increase in visitors to the Welcome Center. She stated that the Interactive Marketing position received some interest. President Shoaf shared with

the board a request from the City Administrator, Mr. Hubbard, to assist with the financial coverage of purchasing a new beach rake. Discussion Followed. After discussion a motion was made by Director Carroll and seconded by Director Petty to purchase a new beach rake not exceeding a cost of \$79,150.00. The motion passed unanimously.

Audience Participation-none

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

Robert Carroll
Secretary/Treasure
/kk