

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, November 16, 2023 -Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Robert Carroll	Director
Adrian Welle	Director	Jack Mullen	Director
Cathey Hobbs	Director	Wylie Petty	Director
Kimberly Shoaf	President	Kathy Krum	

The meeting was brought to order at 10:04 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mullen and seconded by Director Carroll to approve the October 19, 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 Carroll and seconded by Director Mullen to approve the financial report. The motion passed unanimously.

- Director Welle joined the meeting

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax collections. She noted that revenue from FY2024 was up 14% over FY2018. President Shoaf said that while revenue is up from pre-storm, inventor is still down. Discussion followed.

Marketing Report: President Shoaf presented the October recap and planning report from Madden. While showing a slight decrease the campaigns are still above benchmark average. President Shoaf also reported on the VRBO co-op Gulf County that it is performing above benchmark and there were five properties that received bookings. She stated she has a zoom call to discuss the campaign later in the week and will have a better report at the next months meeting.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf stated that Mrs. Armbruster is continuing to work on the federal permit and hopes to have it by the first of next year. Mrs. Armbruster is working on state appropriations for this year's funding for the beach project.
- **Winter Visitor Activities:** President Shoaf stated that Kathy has reached out to the bus companies for a quote for the transportation of winter visitor trips. Kathy also gave a list of trips to be considered. Discussion followed. After discussion the board decided to move forward on planning a trip for the winter guest in January or February and bring the details to the board next month.

New Business:

- **Board Vacancy Discussion:** President Shoaf shared the board has a TDT Collector vacancy and the board needs to try and have that seat filled. Discussion followed. Director Hobbs stated that she would like to retire at the end of the year leaving a vacancy for a Mexico Beach resident seat. Discussion followed.

Presidents Report: President Shoaf shared with the board that next week is Thanksgiving and she will be on vacation and the Welcome Center would be closed Thursday and Friday. President Shoaf shared that

she and Director Welle interviewed candidates for the interactive marketing specialist position. President Shoaf stated that she has offered the job to one candidate and that she is in negotiations with them currently. She hopes to have this position filled by the first of the year. President Shoaf stated that the calendars are a hit, again, this year and the destination map advertising was a success. Discussion followed.

Audience Participation-none

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

Robert Carroll
Secretary/Treasure
/kk