

**MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL**  
**MINUTES OF MEETING**

Type: Monthly Meeting

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

Attending:

Robert Carroll	Director	Wylie Petty	Director
Jack Mullen	Director	Shawna Wood	Director
Bridget Odum	Director	Mike Burke	Attorney
Kimberly Shoaf	President	Kathy Krum	

The meeting was brought to order at 10:02 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mullen and seconded by Director Petty to approve the November 16, 2023 monthly meeting minutes. The motion passed unanimously.

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

**Tourist Development Tax Collections:** President Shoaf presented the monthly tourist development tax report showing that October was the first month in FY24. She noted the continued increase in collections. Discussion followed.

**Marketing Report:** President Shoaf presented the November the recap report from Madden stating that the campaign continues to receive above benchmark average traffic. She stated that they are in the process of incorporating the new imagery into the current online campaigns. President Shoaf highlighted the upcoming projects with Madden, noting the Amazon CTV media buy. Discussion followed.

**Ongoing Business:**

- **Beach Restoration Project Update:** President Shoaf stated that she has received an email from Lisa explaining the deadline to file with FWC had been missed and hoping that it will be filed in January. Discussion followed. President Shoaf stated that the project continues to move forward and that addition funding options are being pursued.
- **Beach Rake for City:** President Shoaf informed the board that the City has submitted a purchase request for a new beach rake and that the MBCDC will be reimbursing the City for the expense. She stated that the cost of the rack came in under the board's previous agreement and that those remaining dollars will not be allocated out at this time.

**New Business:**

- **Board Vacancy-Hobbs:** Director Hobbs had submitted an email to President Shoaf noting her time as serving on the Board of Directors has come to an end and she is ready to relinquish her position on MBCDC Board. Discussion followed. After discussion a motion was made by Director Mullen and second by director Petty to accept her resignation. The motion passed unanimously. President Shoaf stated that Mrs. Hobbs seat, Mexico Beach Resident, will be open for fulfilling and she had received interest from Kristen Harmon, a local, to serve on the board. Discussion followed.

- **EV Charger at Welcome Center:** President Shoaf stated she had been doing some research in possibly placing an EV charger at the Welcome Center, noting there had been some inquiries from visitors. She shared an email from Danny Collins with Duke Energy about the possibility of placing an EV charging station at the Welcome Center. Discussion followed. After discussion the board directed President Shoaf to gather additional information and follow up at the next meeting.
- **Gollywhopper Classic merger-**President Shoaf presented to the board the idea of having the MBCDC board take over the Gollywhopper Classic fishing tournament. Discussion followed. After discussion the MBCDC board decided not to take over the Gollywhopper Classic fishing tournament at this time.

**Presidents Report:** President Shoaf shared the schedule of the Welcome Center for the Christmas holidays stating that it would be closed Monday and Tuesday. She stated that the Christmas Tree lighting/Golf cart parade went very well with more than 50 golf carts in the parade. Director Wood inquired about the snowbird trips and was anything planned. Discussion followed. After discussion the board directed President Shoaf to create one trip, possibly on to Atmore casino, for winter residents and get a feel for the interest.

**Audience Participation-**none

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

Robert Carroll  
Secretary/Treasure  
/kk