

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
ANNUAL BOARD MINUTES OF MEETING

Type: Annual Meeting

When: Monday, January 22, 2024- Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Bridget Odum	Director
Jack Mullen	Director	Mike Burke	Phone
Wylie Petty	Director	Kimberly Shoaf	President
Robert Carroll	Director	Kathy Krum	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present.

Election of Board Officers: Director Yarbrough explained that per the MBCDC practices and procedures, the annual meeting is held for the express purpose of electing board officers for the coming year and informed the board of the current officers.

Chairman Yarbrough stated that she would like to step down from the Chairman Seat and would like to recommend Director Carroll to be Chairman for the coming term. A motion was made by Director Mullen and seconded by Director Odum to nominate Robert Carroll to be the Board Chairman for the upcoming term. The motion passed unanimously.

Chairman Yarbrough expressed interest in the position of Vice Chairman for the upcoming term. A nomination was made by Director Mullen and second by Director Carroll to nominate Sandie Yarbrough to be the Board Vice Chairman for the upcoming term. The motion passed unanimously.

Chairman Yarbrough shared with the board that Director Mullen had stated an interest in holding the position of Secretary/Treasurer for the coming term. Director Mullen stated that he was interested. A motion was made by Director Carroll and seconded by Director Odum to nominate Jack Mullen to be the Board Secretary/Treasurer for the upcoming term. The motion passed unanimously.

President Shoaf stated that all the newly appointed officers need to be placed as authorized check signers on the MBCDC checking account. She stated that Director Shawna Wood is an alternate signature and recommending keeping Director Wood on the checking account. A motion was made by Director Carroll and seconded by Director Mullen to place all the newly elected officers and Shawna Wood as MBCDC authorized check signers. The motion passed unanimously.

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

Robert Carroll
Secretary/Treasurer
/kk

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Monday, January 22, 2024 -Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Bridget Odum	Director
Jack Mullen	Director	Robert Carroll	Director
Wylie Petty	Director	Adrian Welle	Director
Kimberly Shoaf	President	Mike Burke	Attorney
Kathy Krum			

The meeting was brought to order at 10:08 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Mullen and seconded by Director Odum to approve the December 21, 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 Mullen to approve the December financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report. She shared the comparison chart from TDT units in FY2017 to FY2023 to present showing a continued increase in tax collections since the storm. Director Petty inquired if a revenue report showing the allotted amount each collection units produces. Discussion followed. President Shoaf will inquire with the TDT office to see about acquiring a revenue breakdown report.

Marketing Report: President Shoaf presented the December recap report from Madden stating that the campaign continues to receive above benchmark average traffic and showing the breakdown of the demographic markets being targeted. She stated that they are in the process of incorporating new creative into the current campaigns. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update:** President Shoaf shared with the board Lisa Armbruster has stated that the Biological Opinion has been received and submitted to the Army Corps. If there are no changes, the federal permit should be received by the end of February. President Shoaf stated that she will be attending a meeting with Rep. Griffitts and Sen. Trumbull in Tallahassee to discuss obtaining further funds to help offset the cost of the beach renourishment project.

New Business:

- **MBCDC Board Seat Appointment:**

MB Resident-President Shoaf presented a letter of interest from Kristen for the vacant resident seat. Discussion followed. After discussion a motion was made by Director Odum and seconded by Director Mullen to appoint Kristen Harmon in the MB resident seat for the Board of Directors. The motion passed unanimously.

MB TDT Collector-President Shoaf presented a letter of interest from Ethann Oldham for the vacant TDT Collector seat. Discussion followed. After discussion a motion was made by Director Mullen and seconded by Director Odum to appoint Ethann Odum in the MB TDT collector seat for the Board of Directors. The motion passed unanimously. President Shoaf

stated that she will submit both Mrs. Harmon's and Mrs. Oldham's appointments to the Bay County Board of Commissions for approval.

- **Casino Day Trip**-President Shoaf ask Kathy to give an update on the Wind Creek Casino trip. Kathy stated that we have 11 signed up and we need 45 to fill the bus. Discussion followed.
- **Vow Renewal-April 13, 2024**-President Shoaf shared with the board that Director Mullen has shared the date of April 13, 2024 for his availability to conduct the annual vow renewal. Discussion followed regarding the location and layout of the event. After discussion, President Shoaf will work with Director Mullen and Director Petty on the event's layout and details.
 - Director Welle joined the meeting

Presidents Report: President Shoaf introduced Meredith Sanders to the board stating that she is doing a great job of hitting the ground with new marketing ideas and we are happy to have her. President Shoaf suggesting to the board an idea of having a luncheon at Mango Marley's for Cathey Hobbs after the February board meeting. She will check with Mrs. Hobbs to see if she will be available. President Shoaf gave an update on the potential Duke Energy EV Charging Stations and stated that she is working with the city administrator on the next steps. President Shoaf requested the board change the March board meeting due to her scheduling time off. The board agreed to move the March board meeting to Thursday March 14, 2024 at 10:00 a.m.

Audience Participation-none

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

Jack Mullen
Secretary/Treasure
/kk