

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

Type: Monthly Meeting

When: Thursday, February 15, 2024 -Mexico Beach Welcome Center

Attending:

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

Others in Attendance: Kristen Harmon, Ethann Oldham

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 Petty and seconded by Director Mullen to approve the January 22, 2024 annual meeting minutes. The motion passed unanimously. After review a motion was made by Director Petty and seconded by Director Mullen to approve the January 22, 2024 monthly meeting minutes. The motion passed unanimously.

- Director Welle joined the meeting

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

**Tourist Development Tax Collections:** President Shoaf presented the monthly tourist development tax report. She stated that while January was slower it will still surpass last FY2023 January collections.

- Mike Burke Attorney joined the meeting

**Marketing Report:** President Shoaf presented the January recap report from Madden stating that the numbers are amazing. She shared with the board the new advertising and creative ads that are being published in market to date. Discussion followed.

- Director Odum joined the meeting

**Sponsorship Request:** President Shoaf presented to the board a sponsorship request from the MBARA Kingfish Tournament. Discussion followed. After discussion, a motion was made by Director Petty and seconded by Director Mullen to award an inhouse marketing sponsorship to MBARA Kingfish Tournament for amount of \$2,000. The motion passed unanimously.

**Ongoing Business:**

- **Beach Restoration Project Update:** President Shoaf included an email from Lisa Armbruster updating the progress of the funding and the grants for the beach restoration project. President Shoaf stated that we have the Federal Permit draft in hand. Discussion followed.
- **Winter Visitor Casino Day Trip-**Kathy updated the board that the Casino trip is full. She stated that many of the attendees are locals. Discussion followed.

**New Business:**

- **Vow Renewal-April 13, 2024-**President Shoaf shared the flyer for the event, stating that we have included a QR code for registration and that the RSVP will be open online, soon. Discussion followed.

Director Mullen shared with the board that in the past that he and Kimberly have hosted a Mexico Beach TV show and advised that we are working to bring that back. Discussion followed.

**Presidents Report:** President Shoaf reminded the board about the appreciation luncheon for Cathey Hobbs following the meeting. She noted the Plein Air Demo and Reception would be at the Welcome Center on March 18, and that she will be out of town but Kathy and Meredith will have it covered.

President Shoaf reminded the board that the March meeting has been moved to March 14<sup>th</sup>. President then presented to the board the consideration of moving the board meeting times up to 9am. Discussion followed and after discussion it was decided to move the board meetings to a 9am start time. President Shoaf then stated that the March board meeting will be held on the 14<sup>th</sup> at 9am.

**Audience Participation**-none

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

Jack Mullen  
Secretary/Treasure  
/kk