

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, August 17, 2023, -Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Bridget Odum	Director
Adrian Welle	Director	Shawna Wood	Director
Jack Mullen	Director	Cathey Hobbs	Director
Robert Carroll	Director	Wylie Petty	Director
Daniel Rosenheim	Attorney (phone)	Kimberly Shoaf	President
Kathy Krum			

The meeting was brought to order at 1:00 p.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 July 20, 2023 monthly meeting minutes. The motion passed unanimously.

- Director Welle joined the meeting

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 Welle to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report stating that June showed a significant increase and July will most likely be the same. Chairman Yarbrough inquired about The Vue condominium being back open to which President Shoaf stated that it has been released back to the individual homeowners and there are some units currently being rented. Discussion followed.

- Director Wood joined the meeting

Marketing Report: President Shoaf presented the July marketing recap and planning report. She highlighted the continued increases of the online campaign performance and noted the areas where visitation from the campaign is being generated. President Shoaf shared the digital billboards creative that is being marketed in the Atlanta and Birmingham areas. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-** President Shoaf stated no update to report but that we are still waiting on the Federal Permit.

New Business:

- **Allocation of TDT third Cent-**President Shoaf stated to the board that she consulted with Mike Burke and County finance on the allocation of the third penny. From the discussions with both legal and the finance office, the revenues do not warrant its own account with the county. President Shoaf stated the Mr. Burke advised to reference of the third penny on the budget, in the Beach Expenses, and in the Program of Work. Discussion was made. After discussion the board agreed the third penny proceeds shall primarily be used for construction and management of the beach renourishment programs. President Shoaf stated that they budget will reflect the third penny in the beaches expense category.

- **Sustainable Beaches LLC Scope of Work-FY24-** President Shoaf presented the Beach Renourishment Management Consulting Services Scope of Work for FY24 by Lisa H. Armbruster. President Shoaf stated that Bay County TDC had previously paid for the services since the storm and that it is now being transferred back to Mexico Beach. Discussion followed. After discussion a motion was made Director Welle and seconded by Director Carroll to accept Beach Renourishment Management Consulting Services Scope of Work for FY24. The motion passed seven to one with Director Petty opposing.
- **Board of Directors Seat Appointments-** Chairman Yarbrough stated that the board has four seat positions that are up for appointment. President Shoaf noted that the ninth seat, a TDT collector, is still open to fill. Chairman Yarbrough presented the three currently filled seat of appointments for the directors listed:
 - I. **Mexico Beach TDT Collector-** Chairman Yarbrough stated that Director Wood has agreed to continue to serve at the will of the board and that no other inquiries have come forth for this position. A motion was made Director Mullen and second by Carroll to reappoint Director Wood to the board. The motion passed unanimously.
 - II. **Mexico Beach TDT Collector-** Chairman Yarbrough stated that Director Petty has agreed to continue to serve at the will of the board and that no other inquiries have come forth for this position. A motion was made Director Mullen and second by Wood to reappoint Director Petty to the board. The motion passed unanimously.
 - III. **Bay County Commissioner-**Chairman Yarbrough stated that Director Carroll is appointed by the County, not the MBCDC, and he has agreed to continue to serve at the will of the board. A motion was made Director Mullen and second by Welle to request Director Carroll continue to serve on the board. The motion passed unanimously.

President Shoaf stated she will send the appointment request letter to the County Commissioners for their consideration and approval during a September meeting.

Presidents Report: President Shoaf shared with the board the poster and line up of bands for the Music in the Park concerts for September and that the fire department will be cooking for a donation. President Shoaf shared the letter sent to the city for appreciation certificates for all city workers. President Shoaf shared that the FY24 Budget and FY24 Program of Work were approved by the TDC and will be presented to BOCC for consideration and approval. President Shoaf ask Mrs. Krum to share the good news about the beach cam. Mrs. Krum stated that the beach cam is being mounted on the Driftwood Inn and streaming services should be up in the next few weeks. President Shoaf stated that the beach cam will be live on the website so viewers can login and see the current views of the beach and destination. Discussion followed.

Audience Participation: none

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

Robert Carroll
Secretary/Treasure
/kk