

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, March 14, 2024 -Mexico Beach Welcome Center

Attending:

Robert Carroll	Director	Adrian Welle	Director
Kristen Harmon	Director	Jack Mullen	Director
Ethann Oldham	Director	Kimberly Shoaf	President
Kathy Krum			

The meeting was brought to order at 9:07 a.m. Roll was called and quorum was present. After review, a motion was made by Director Welle and seconded by Director Mullen to approve the February 15, 2024 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 Oldham and seconded by Director Mullen to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly tourist development tax report. President Shoaf stated while January 2024 collections were slightly down from January 2023, the YTD is still above previous year in the TDT cumulative collections. President Shoaf stated that the unit inventory numbers is still down from the hurricane. Discussion followed

Marketing Report: President Shoaf presented the February recap report from Madden. The report highlighted the campaign performance overview and website traffic. President Shoaf reported on the creative copy as well as the media buys for the Atlanta Magazine and iHeart Radio. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update:** President Shoaf stated that the federal permit has been received. Lisa Armbruster will start the development of the bid package process with a projection project start date in the fall. Discussion followed.
- **Vow Renewal:** President Shoaf shared with the board that Director Mullen stated a need for the board to purchase event insurance coverage. President Shoaf stated that she had purchased the insurance for \$171.00 that covered the Board as well as met the requirements from the city. She stated that as of today, 43 couples have signed up for the event. Discussion followed.
- **EV Charging station-update:** President Shoaf stated that Duke Energy had visited the Welcome Center and feel the site works for the station. She stated that Duke will work on creating a mockup layout in the next few weeks. Discussion followed.

New Business:

- **MBCDC Personnel Policies-update to Group Health:** President Shoaf informed the board that during the audit review for FY23, it was noted that because the MBCDC personnel policies has a sentence under the Group Health section, the auditors must list OPED on the audit's financial summary. President Shoaf stated that the board does not offer any sort of retirement packages and recommend removing this sentence from the personnel policies. Discussion followed. After

discussion a motion was made by Director Welle and seconded by Director Mullen to remove the sentence "A retired employee may elect to stay under the group coverage by paying 100% of the insurance premium" on pg. 30 of the MBCDC Personnel Policies. The motion passed unanimously.

- **Media Press Trip-** President Shoaf shared with the board her plans to attend the Travel Media Meetup in Birmingham, AL on May 9, 2024. Discussion followed

Presidents Report

- **Wind Creek Casino Day recap-**Kathy Krum stated that the casino trip was an overall success and the attendees would like another trip in the future. Discussion followed.
- **Plein Air Demo & Reception-Monday, March 18th-**President Shoaf shared that Welcome Center will host the Plein Air demo and reception from 1-4pm. She stated she would be out of the office next week but Kathy and Meredith will be handling the event.
- **Parker Park playground dedication by Bay Co. Chamber-March 26th-** President Shoaf invited the board to attend the dedication and help recognize the Bay Leadership Class that provided the playground equipment to Parker Park.

President Shoaf shared with the board the thank you card from Director Hobbs. She stated that the Welcome Center visitor traffic continues to be steady. Discussion followed.

President Shoaf shared an update on the health of Director Yarbrough. Director Mullen stated she has been very active on several committees in Mexico Beach and recommended President Shoaf visit with Director Yarbrough, on behalf of the board, giving their best wishes to her for a well recovery.

Audience Participation-none

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

Jack Mullen
Secretary/Treasurer
/kk