

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, April 18, 2024 -Mexico Beach Welcome Center

Attending:

| | | | | |
|----------------|----------|----------------|-----------|------------|
| Robert Carroll | Director | Adrian Welle | Director | |
| Kristen Harmon | Director | Jack Mullen | Director | |
| Ethann Oldham | Director | Shawna Wood | Director | |
| Bridget Odum | Director | Kimberly Shoaf | President | Kathy Krum |

The meeting was brought to order at 9:00 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 March 14, 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 Harmon 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 stated that February 2024 numbers have increased partly thanks to winter visitors returning and to the Gumbo Cook-Off. Discussion followed.

Marketing Report: President Shoaf presented the March marketing recap report from Madden Media. The report highlighted website traffic, media performance, and creative and program insights. President Shoaf stated that the marketing continues to perform well across all platforms. Discussion followed.

Expedia Campaign co-op w/Gulf Co. TDC results: President Shoaf presented the results of “Two Destinations-One Unforgettable Vacation” campaign. President Shoaf went through the campaign highlights and stated that it was very successful. President Shoaf stated it would be great to relaunch the campaign in the spring that will target the fall shoulder seasons.

Presentation FY23 Aduit Report: Rich Moreira from Carr, Riggs & Ingram distributed the Financial Statement FY23 audit. After the report, Mr. Moreira stated that it was that it was a clean audit with no finding. Mr. Moreira did have two IT related improvements that he shared with President Shoaf. Discussion followed.

Sponsorship Request-President Shoaf presented a sponsorship request from the Mexico Beach Fire Rescue for the annual GollyWhopper Classic. Discussion followed. After discussion a motion was made Director Odum and seconded by Director Oldham to award a sponsorship of \$2,000. The motion passed unanimously.

Ongoing Business:

- **Beach Restoration Project Update:** President Shoaf state that the engineer plans are to be received in the coming weeks and will be sent to the County for approval. The County will bid the project out, with an estimated bid window of thirty days. Once the project has been awarded, President Shoaf stated that construction should not last longer than 90 days. Discussion followed.

- **EV Charging station-update:** President Shoaf received an email from Duke Energy that provided an update. Per the email, they are awaiting the primary electrical design from the distribution engineer and once received, Duke will share with staff, and following approval of the placement, Duke will move for permits and construction.
- **Vow Renewal:** President Shoaf called on Mrs. Krum and Director Mullen for a recap of event. Mrs. Krum stated that there were 32 couples and positive feedback was received. Director Mullen shared that he thought staff did an outstanding job and he felt that the event was a huge success.

New Business:

- **Board officer appointment-Vice-chair-** President Shoaf stated that due to the passing of Director Yarbrough, the board's vice-chair position has become vacant. Director Mullen stated an interest in the position. Discussion followed. After discussion a motion was made by Director Welle and seconded by Director Harmon to elect Director Mullen as the board's vice-chair. The motion passed unanimously. Chairman Carroll noted that with Mr. Mullen moving into vice-chair, the secretary/treasurer position was vacated and must be fulfilled. Director Oldham expressed interest in serving. A motion was made by Director Welle and seconded by Director Odum to appoint Director Oldham as Secretary/Treasurer. The motion passed unanimously. President Shoaf stated that a motion was needed for the appointment of check signers on the checking account. A motion was made by Director Welle and seconded by Director Odum to place all the appointed officers and Director Wood as authorized check signers. The motion passed unanimously.
- **Board member vacancy**
 - **Resident-** Due to Mrs. Yarbrough's passing, the seat of Mexico Beach Resident has become open. President Shoaf stated she had received an interest for the resident vacancy from Betsie Welle. Discussion followed. After discussion a motion was made by Director Oldham and seconded by Director Mullen to nominate Mrs. Welle to fill the resident vacancy. The motion passed unanimously with Director Welle abstaining from the vote. President Shoaf stated she will take the request to the BOCC for final approval and appointment.
 - **City of Mexico Beach-** Director Welle stated that this meeting will serve as his last meeting as the City of Mexico Beach liaison. He noted he's enjoyed his time on the MBCDC board. Chairman Carroll opened the floor for discussion. After discussion, Director Oldham made a motion, which was seconded by Director Odum, to offer the City of Mexico Beach seat to Tim Linderman, should he decline, a second offer to Jason Adams. The motion passed unanimously. President Shoaf was instructed to contact Mr. Linderman.

President Report: President Shoaf reminded the board about Punch on the Porch and her upcoming travel trip. She shared that last week was the completion of Meredith's probation period stating that she is doing wonderful job. Discussion followed.

Audience Participation-none

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

Jack Mullen

Secretary/Treasurer

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