

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, May 16, 2024 -Mexico Beach Welcome Center

Attending:

| | | | |
|----------------|----------|----------------|-----------|
| Robert Carroll | Director | Betsie Welle | Director |
| Wylie Petty | Director | Jack Mullen | Director |
| Ethann Oldham | Director | Shawna Wood | Director |
| Tim Linderman | Director | Kimberly Shoaf | President |
| Mike Burke | Phone | 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 Petty and seconded by Director Wood to approve the April 18, 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 Wood to approve the financial report. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf presented the monthly collections report highlighting that April 2024 collections are almost in line with March 2023 collections. Discussion followed.

Marketing Report: Ashley Simmons from Madden joined with meeting via/zoom. She gave an updated on the current marketing buys and stats for the year and presented a rough draft of the insider video series that will be in market next. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update:** President Shoaf noted that Lisa Armbruster is preparing the paperwork for the project's bid docs that will be sent to the County. President Shoaf presented a webpage, still being developed, that will provide information on the restoration project for the public. She noted that this webpage will be updated throughout the project. Discussion followed.
 - Director Mullen joined the meeting
- **Events Recaps:** President Shoaf stated that Punch on the Porch was a success with over 70 people in attendance. Discussion followed.

New Business:

- **Sandie Yarbrough gazebo:** President Shoaf presented the idea of a gazebo in honor of Director Sandie Yarbrough at the Welcome Center. Discussion followed. After discussion, Chairman Carroll directed President Shoaf to move forward with the project and begin gathering the required documents and prices to bring back to the board at the next meeting.
- **FY2025 Budget-preplanning:** President presented a blank FY25 budget. She noted that the contract amount will be determined in the coming weeks. President Shoaf asked board members if they had any specific items, they would like to see budgeted for in FY25, to please let her know. Discussion followed.

President Report: President Shoaf stated that the travel media meet-up she attended in Birmingham, AL was a success. She requested that the July meeting be changed from July 18th to July 10th. It was a unanimous consensus to move the meeting to July 10th at 9:00am at the Welcome Center.

Audience Participation-none

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

Ethann Oldham

Secretary/Treasurer

/kk