

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Wednesday, July 10, 2024 -Mexico Beach Welcome Center

Attending:

Robert Carroll	Director	Shawna Wood	Director	Tim Linderman	Director
Jack Mullen	Director	Bridgett Odum	Director	Kimberly Shoaf	President
Kathy Krum					

The meeting was brought to order at 9:00 am and roll was called. After review, a motion was made by Director Odum and seconded by Director Mullen to approve the June 20, 2024 monthly meeting minutes. The motion passed unanimously. President Shoaf asked to add beach restoration update to ongoing business items.

Tourist Development Tax Collections: President Shoaf presented the monthly collections report stating that May 2024 collections were close to surpassing June 2023 collections. Discussion followed.

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

Marketing Update: President Shoaf presented the marketing recap from Madden, highlighting all the areas of top performing ads and introduced the upcoming media buys. Discussion followed.

Ongoing Business:

- **FY2025 Program of Works:** President Shoaf presented the FY2025 Program of Work. Discussion Followed. After discussion a motion was made by Director Mullen and seconded by Director Linderman to approve the FY2025 Program of Works. The motion passed unanimously.
- **Presidents Annual Review:** President Shoaf left the meeting. Chairman Carroll stated Shoaf's reviews all received exceptional remarks and noted that her outstanding work performance. Discussion followed. After discussion a unanimous consensus was made to renew President Shoaf's contract with a 10% pay raise. President Shoaf rejoined the meeting.
- **Beach Restoration Update:** President Shoaf stated that the project had received additional grant funds from ARPA in the amount of \$12M and that these funds should allow for the project to be fully funded. President Shoaf gave a timeline of the project bid cycle and that there had been no comments from the ECL meeting, so the report should be filed and approved.

Discussion Items:

- **FY2025 Draft Budget:** President Shoaf presented a draft for the FY2025 Budget. Discussion followed. Director Mullen stated that he would like to bring back the TV show to be broadcasted on the YouTube platform. Discussion followed. After discussion, President Shoaf was tasked to adjust and present to the board for consideration at the August meeting.

President Report: President Shoaf shared the Welcome Center has continued to be busy. The GollyWhopper tournament was a success and that the 4th of July had a record-breaking turnout.

Audience Participation- none

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

Robert Carroll, Chairman

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