

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday August 15, 2024 -Mexico Beach Welcome Center

Attending:

Robert Carroll, Director	Jack Mullen, Director	Tim Linderman, Director
Betsie Welle, Director	Shawna Wood, Director (phone)	Mike Burke, Attorney
Kimberly Shoaf, President	Kathy Krum	

The meeting was brought to order at 9:25 am roll was called and it was noted that quorum was not present.

Tourist Development Tax Collections: President Shoaf presented the monthly collections report stating that June collections were up and the year-to-date collections stand firm. Discussion followed.

Financial Report: President Shoaf presented the current year-to-date budget stating that the line items were updated and organized. Discussion followed.

Marketing Update: President Shoaf presented the marketing recap from Madden. She presented the video storytelling series campaign, stating the videos are currently on YouTube and will be pushed out onto other online media channels as well. Discussion followed.

- Director Wood joined the meeting by phone at 9:46am due to medical appointments at Mayo Clinic Florida. A quorum was now present.

Chairman Carroll stated that the board will restart the meeting with the review of the July, 10 2024 minutes. After review, a motion was made by Director Mullen and seconded by Director Linderman to approve the July 10, 2024 monthly meeting minutes. The motion passed unanimously.

Financial Report: Chairman Carroll shared the financial report for approval. After discussion a motion was made by Director Mullen and seconded by Director Linderman to approve the financial report. The motion passed unanimously.

Ongoing Business:

- **Presidents Annual Contract-**Chairman Carroll stated that the board needed ratification for President Shoaf's contract from the July 10 meeting. A motion was made by Director Mullen and seconded by Director Linderman to approve President Shoaf's contract.

Action Items:

- **FY2025 Budget-** President Shoaf presented the FY2025 budget for consideration and approval. Shoaf noted the income and expense categories. President Shoaf stated she budgeted a 3.5% raise and a stipend for mobile coverage for Kathy and that Merideth received a raise after her probation period. President Shoaf stated that beach management has a new line item to cover the restoration project for expenses outside of the scope of work. Discussion followed. After discussion a motion was made by Director Mullen and seconded by Director Linderman to approve the FY2025 Budget. The motion passed unanimously. President Shoaf stated the budget will be brought before the TDC and then the Bay County Commission for approval.
- **2025 Calendar Advertisement Co-op-** President Shoaf requested an increase for the advertising ads in the calendar for 2025 to \$300. Discussion followed. After discussion a motion was made

by Director Mullen and seconded by Director Linderman to approve the increase. The motion passed unanimously.

- **Madden Media: Service Agreement FY25**-President Shoaf with Mr. Burke stated that Madden's terms per the contract will be up in December. President Shoaf would like to continue marketing services with Madden and place the terms in line with the fiscal year. Discussion followed. After discussion a motion was made by Director Linderman and seconded by Director Mullen to approve Madden Media as the agency of record for marketing for FY2025 and place the terms to reflect the fiscal year timeline.
 - Director Wood left the meeting; a quorum was no longer present.

Beach Restoration Project Update-President Shoaf stated that the TDC voted to award the project to Weeks Marine and that this recommendation will be presented to the County to award at the meeting next week. President Shoaf gave a project update Discussion followed.

Sandie Yarbrough Gazebo-President Shoaf shared three quotes for the gazebo. Discussion followed. After discussion Chairman Carroll directed President Shoaf to reach out to Brad the Dad LLC-Home Repair for clarification of his design of the gazebo.

City of MB Reimbursement Request- Chairman Carroll tabled the item until the next board meeting.

President Report: President Shoaf shared the Music in the Park poster stating that we have invited a variety of food trucks this year. Discussion followed. She stated she would be out of town at the end of the month for a conference. She shared that the EV charging station is put on hold until the Mexico Beach City attorney approves the easement requested by Duke Energy. She stated that she had submitted the 2024 MBARA Kingfish radio spot, that was created in-house, for a Visit Florida Flagler Award, a statewide competition that recognizes outstanding Florida tourism marketing, and had received notice that the submission has placed. President Shoaf noted this is the first Flagler Award the MBCDC has won and how much on an honor it is; discussion followed.

Audience Participation- none

The meeting was adjourned.

Robert Carroll, Chairman
/kk