

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday September 19, 2024 -Mexico Beach Welcome Center

Attending:

Robert Carroll, Director

Jack Mullen, Director

Tim Linderman, Director

Betsie Welle, Director

Wylie Petty, Director

Bridget Odum, Director

Ethan Oldham, Director

Mike Burke, Attorney

Kimberly Shoaf, President

Kathy Krum

The meeting was brought to order at 9:00 am roll was called and quorum was present. After review, a motion was made by Director Mullen and seconded by Director Linderman to approve the August 15, 2024 monthly meeting minutes. The motion passed unanimously.

- Director Petty joined the meeting

Tourist Development Tax Collections: President Shoaf presented the monthly collections report noting the increase collections for July and the overall collection numbers compared to prior years. Discussion followed.

- Director Welle joined the meeting

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.

Marketing Update: President Shoaf presented the marketing recap from Madden stating that Madden is looking into the organic search decrease for this period. Discussion followed.

Ongoing Business:

- **Beach Restoration Project Update-**President Shoaf shared that the contract has been signed by Weeks Marine and a schedule of mobilization and dredging is in the works. Per Mrs. Armbruster, via President Shoaf, we are working with the contract on the timeline and will report once finalized. Discussion followed.
- **Sandie Yarbrough Gazebo-**President Shoaf stated that the gazebo was delivered yesterday and she requested direction from the board regarding dedication of the structure. Discussion followed. After discussion the board directed President Shoaf to move forward on ordering a plaque and planning a dedication ceremony for the gazebo to concur with the October board meeting.

Action Items:

- **Board Member Vacancy: Resident-**Chairman Carroll stated that there was an email received with interest for the Resident Vacancy Position by Gloria Sanchez. Discussion followed. After discussion a motion was made by Director Mullen and seconded by Director Odum to recommend Gloria Sanchez for the resident position to the County Commission for approval. The motion passed unanimously.
- **Sustainable Beaches LLC Scope of Work & Consulting Contract FY25-**President Shoaf presented the Scope of Work and FY25 contract for Lisa Armbruster with Sustainable Beaches, LLC. Discussion followed. After discussion a motion was made by Director Oldham and seconded by Director Mullen to approve the FY25 contract with Lisa Armbruster. The motion passed unanimously.
- **City of MB Reimbursement Request- Canal Beautification-** President Shoaf presented a reimbursement request, that was tabled last month, for the Canal Beautification project for \$10,000.00. Discussion followed. After discussion a motion was made by Director Welle and

seconded by Director Oldham to approve the reimbursement request for the full amount. The motion passed unanimously.

- **City of MB Reimbursement Request- Dredge Hose**-President Shoaf presented a reimbursement request in the amount of \$17,000.00 for dredge hose replacements. Discussion followed. After discussion a motion was made by Director Welle and seconded by Director Oldham to approve a reimbursement amount of \$15,000.00 for the request. The motion passed unanimously.
- **City of MB Request for Pickleball**-President Shoaf presented a request for Pickleball court windscreen framing. Discussion followed. During discussion of potential budget line item to allocate this expense from, President Shoaf requested that the board have a motion to move funds from one line item to another for this project's purpose. Director Welle made a motion seconded by Director Odum to amend the budget line item 7085-Beach Cleaning Support of \$4,500.00 and move those funds to line item 7090-Parks Support. The motion passed. Discussion continued for the request. After discussion a motion was made by Director Welle and seconded by Director Oldham to award up to \$4,500.00 with the stipulation that the project utilized the proper bid process outlined by the city and that the materials are received prior to the end of the fiscal year, September 30, 2024. The motion passed unanimously.
- **Travel Writer Becky Beall hosting November 14-21, 2024**-President Shoaf shared that she reconnected with Travel Writer and host Becky Beall who had been to the destination prior to the storm. President Shoaf gave a list of accolades Mrs. Beall has and state that the MBCDC will be hosting her this upcoming fall. President Shoaf stated that FCPMC has offered to lodge Mrs. Beall during her stay. Mrs. Beall will be promoting Mexico Beach on "The Travel Voice by Becky" a radio and video program heard all over the world as well Good Day Alabama for their travel segment.

President Report: President Shoaf presented the Flagler Award that the MBCDC won and how much of an honor it is. She stated that Music in the Park kick off is tonight due to weather having postponed the prior two events. President Shoaf informed the board of her graduation from Marketing College and gets to add T.M.P. to her title. She shared upcoming staff vacation days and noted that city required changes to the EV charging station and Duke is addressing them.

Audience Participation- none

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

Secretary/Treasurer
Ethann Oldham
/kk