



Mexico Beach Community Development Council Monthly Meeting

Thursday October 17, 2024 Conference Room, MB Welcome Center

I. Call Meeting to Order

Chairman Carroll called the meeting to order at 9:00am

II. Roll Call

Board Members:

Robert Carroll (Chairman)

Jack Mullen (Vice Chair)

Tim Linderman

Wylie Petty

Gloria Sanchez

Betsie Welle

- a. New Board Member, Gloria Sanchez- Chairman Carroll welcomed Director Sanchez to the board.
- b. Approve minutes from September 19, 2024- A motion was made by Director Mullen and seconded by Director Linderman to approve the September 19, 2024 monthly meeting minutes. The motion passed unanimously.
- c. Tourist Development Tax Collections- President Shoaf presented the monthly collections. Discussion followed.

III. Financial Report

- a. FY2024 End-President Shoaf presented the year-end FY2024 budget. Discussion followed. After discussion a motion was made by Director Linderman and seconded by Director Mullen to approve the FY2024 year-end financial report. The motion passed unanimously.
- b. FY2025 YTD-President Shoaf presented the FY2025 budget. 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.
 - Director Welle joined the meeting

IV. Presentation

- a. FY25 Marketing Plan, Olivia Wells, Madden Media
Mrs. Wells presented the recap of last year’s marketing report highlighting the best performing platforms. Discussion followed. Mrs. Wells then presented the FY25 marketing plan, highlighted key working areas and proposed media buys. After discussion, a motion was made by Director Petty and seconded by Director Mullen to approve the FY25 marketing plan with Madden Media. The motion passed unanimously. Chairman Carroll thanked Mrs. Wells for attending and directed President Shoaf to execute the marketing agreement.

V. Ongoing Business

- a. Beach Restoration Project Update-President Shoaf shared that Weeks Marine is working on a schedule of mobilization of the dredging projecting to start and that the project is still on task to be completed by the timeframe in the contract. Discussion followed.



VI. New Business

- a. FY2024 Audit-President Shoaf stated that Carr, Riggs & Ingram have contacted her requesting documentation for the FY2024 audit.

VII. President Report

President Shoaf shared an update on the Hurricane Helene donation drive that the MBCDC and Panama City Welcome Center co-sponsored. President Shoaf gave an update on the EV Charting Station stating it has been put on hold due the City Attorney requesting more information regarding an easement request. President Shoaf stated that Mrs. Krum will be attending the Travel Show at the I-75 Jennings Welcome Center. She reminded the board on the dedication today for past director Yarbrough.

VIII. Audience Participation

IX. Adjournment

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

Respectfully submitted,
Kathy Krum, Recording Secretary