



Mexico Beach Community Development Council Monthly Meeting

Thursday, December 19, 2024 | Conference Room, Welcome Center

I. Call Meeting to Order

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

II. Roll Call

Board Members Present:

Robert Carroll (Chairman)

Jack Mullen (Vice Chair)

Tim Linderman

Ethann Oldham (Secretary/Treasurer)

Gloria Sanchez

Betsie Welle

- a. Approve minutes from October 17, 2024- A motion was made by Director Oldham and seconded by Director Mullen to approve the October 17, 2024 monthly meeting minutes. The motion passed unanimously.
- b. Tourist Development Tax Collections- President Shoaf presented the FY2024 collections and the monthly tax collections. Discussion followed.

III. Financial Report

- a. 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 year-to-date budget. The motion passed unanimously.

IV. Marketing Report

- a. President Shoaf presented the marketing report as presented by Madden. Discussion followed.

V. Ongoing Business

- a. Beach Restoration Project update-President Shoaf presented an updated timeline for the project. She noted that the timeline is subject to change but that staff is updating the webpage as needed. Discussion followed.
- b. EV Charging Station update-President Shoaf shared that the station installation is complete and that Duke Energy will be here in January to make the charging station live.

VI. New Business

- a. Board member vacancy-Chairman Carroll shared the resignation letter received by Director Petty and noted his service for many years and how the board was very appreciative of Director Petty. The board now has a vacancy for a Mexico Beach TDT Collector. Discussion Followed.
- b. Monthly e-newsletter-Director Mullen presented a copy of the monthly e-newsletter highlighting all the areas. Discussion followed.



- c. Staff update & opening-President Shoaf stated that Merideth has resigned. MBCDC will advertise the Interactive Marketing Specialist position after the first of the year. Discussion followed.
- d. Winter resident events & snowbird luncheon-Director Mullen shared the idea of bringing back the snowbird luncheon. Discussion followed. After discussion the board decided to have President Shoaf check into the preparation of the snowbird luncheon and report to the board at the next meeting. The winter resident event was reviewed with Mrs. Krum giving a report on the one last year. Discussion was made and after discussion it was perceived to not host a winter resident event at this time.

VII. President Report

President Shoaf reminded the board of the date for the annual/monthly meeting for January. She shared that the Christmas Tree lighting was well attended. President Shoaf stated that Mrs. Krum had attended the I-75 Jennings Florida Welcome Center Showcase which was a success and Mr. Krum will be attending the I-95 Florida Showcase in January. President Shoaf shared that she had been appointed to the Destinations Florida board of directors.

VIII. Audience Participation

IX. Adjournment

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

Respectfully submitted,
Kathy Krum, Recording Secretary