
Board Meeting Agenda
Thursday, March 20, 2025 | 9:00am
Mexico Beach Welcome Center

- I. Call Meeting to Order
- II. Roll Call
 - a. Approve February 20, 2025 Meeting Minutes
 - b. Acknowledgement of the Tourist Development Tax Collection Report
- III. Request to Address the Board on Agenda Items (3 Minutes)
- IV. Financial Report
- V. Marketing Report
- VI. Ongoing Business
 - a. Beach Restoration Project update, Kimberly Shoaf
 - b. Coffee & Donuts events recap, Kimberly Shoaf
 - c. Wedding Vow Renewal event, Director Mullen/Kimberly Shoaf
- VII. New Business
 - a. Update Marketing Sponsorship Form, Kimberly Shoaf
 - b. Longevity Bonus for Kimberly Shoaf, Chairman Carroll
 - c. Board Resignation: Bridget Odum, Kimberly Shoaf
 - d. Board Member Vacancy: TDT Collector, Chairman Carroll
- VIII. Presidents Report
- IX. Chairman's Report
- X. Audience Participation
- XI. Adjournment



Mexico Beach Community Development Council Monthly Meeting

Thursday, Feb 20, 2025 | 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)

Ethann Oldham (Secretary/Treasurer)

Tim Linderman

Gloria Sanchez

Betsie Welle

Shawna Wood

- a. Approve minutes from January 27, 2025 annual meeting- A motion was made by Director Mullen and seconded by Director Oldham to approve the minutes. The motion passed unanimously.
- b. Approve minutes from January 27, 2025 monthly meeting- A motion was made by Director Oldham and seconded by Director Sanchez to approve the minutes. The motion passed unanimously.
- c. Tourist Development Tax Collections- President Shoaf presented the monthly tax collections stating that December collections are down, however she is working with the Clerk's TDT office to determine a possibly why and is awaiting their feedback. Discussion followed.

III. Financial Report- President Shoaf presented the year-to-date financial report. Discussion followed. After discussion a motion was made by Director Mullen and seconded by Director Oldham to approve the year-to-date financial report. The motion passed unanimously.

IV. Presentation: Beach Restoration Project, Michael Dombrowski, MRD Associates- Mr. Dombrowski thanked the board for allowing him to come present. He stated he would be giving a status update on the project as well as additional background information. Mr. Dombrowski gave an overview of the project, how it came to fruition, and the positive impact this project will have for both residents and environmental habitats. He described the critically eroded shoreline area, being deemed by the State of Florida, and how if additional nourishment is warranted, that there are grants as well as utilizing the sand from the canal that the city dredges and stockpiles on the beach. Mr. Dombrowski stated the number of cubic yards of sand that will be placed along the shoreline and depict the berms and dunes that will be established from this sand. He gave an overview of the dune construction and the significance on keeping the dune one solid structure; stating that the reason for this is to ensure upland structures are protected. Mr. Dombrowski stated that when the FEMA emergency berms were created, the city administrator at the time wanted to place cuts between the dunes for walking paths, however these cuts weaken the dune system. He stated that by keeping dune as one continuous structure, this provides the necessary storm protection and less damage to the dune itself. The location of the canal inlet and the 8th Street outfall, being at outer edges of the project area, will not weaken the overall dune system. Mr. Dombrowski noted that the resorted dunes with a



consistent height, uniformity and without gaps provides a continuous line of upland protection. Discussion was made. The board thanked Mr. Dombrowski for his presentation and his work on the restoration project.

V. Sponsorship Request

- a. **Mexico Beach GollyWhopper Classic**-President Shoaf presented the Mexico Beach GollyWhopper request for a marketing sponsorship, noting they had requested an amount of \$2,250.00. Director Welle gave an overview of the Fire Department and how the tournament will serve as a fundraiser for their not-for-profit. Discussion followed. After discussion a motion was made by Director Oldham and seconded by Director Sanchez to award a marketing sponsorship for \$2,250.00 to the Mexico Beach GollyWhopper Classic. The motion passed unanimously.

VI. Ongoing Business

- a. **Winter resident coffee & donuts event**-President Shoaf gave a recap on the past two events, stating that the attendance had increased from the first week to the second and she reported on the states that attendees were from. She stated that the event has been well received and appreciated.

VII. New Business

- a. **Dune walkovers, Tim Linderman**- Director Linderman gave a presentation stating that the City is looking to establish three ADA beach access points. He noted that the city had applied for a grant to cover the design, engineering and permits for one access point and that the city will know shortly if they are awarded the grant. Director Linderman asked the MBCDC board if they would be willing to help support the cost of this project. Chairman Carroll asked Mr. Dombrowski if some of the engineering work from the restoration project could be used for this purpose, to which Mr. Dombrowski stated that they could. Discussion followed. Chairman Carroll opened for audience participation. Mr. Dan Rowe, Bay County TDC Director, congratulated the board on their achievements and noted that the MBCDC would continue have the support of the TDC for their projects. He stated that the TDC has support the MBCDC throughout the restoration project and will continue to assist, noting that the TDC asked the State if they would allow the uses of ARPA funds to be used towards walkover, but the State denied the request. Ms. Lisa Logan, Mexico Beach resident, asked Director Linderman what they City would be doing to better beach access for the public in the next six months. Director Linderman said that the city would be discussion this topic at the City Council meeting on Friday. Chairman Carroll closed audience participation and brought the discussion back to the board. Director Linderman said he will come back to the Board once he knows the status of the grant and what the City will need assistance with.
- b. **Staff update, Kimberly Shoaf**- President Shoaf informed the board that she has hired Adrienne Glass to fulfill the interactive marketing position. She stated Ms. Glass will start on March 3rd and holds a knowledgeable background in both marketing and the destination.

- VIII. Presidents Report**- President Shoaf stated that a nice article had been published in Southern Living online and was good press. She noted that she had been on both news stations and the



News Herald for discussion of the beach restoration project and letting the public know that the website is a great resource for information relating to the project. President Shoaf gave a recap of Ms. Krum's attendance to the I-95 Welcome Center Showcase and noted that Ms. Krum interacted with over 300+ visitors. President Shoaf said that snowbirds are here and have been enjoying the destination.

IX. Audience Participation – none

X. Adjournment- A motion was made by Director Oldham and seconded by Director Sanchez to adjourn the meeting. The motion passed unanimously.

Respectfully submitted,
Kathy Krum, Recording Secretary

| Revenues | | Budget | Received | Variance |
|-----------------------|---------------------------|-----------------------|---------------------|---------------------|
| 4000 | BOCC Contract Fund 126 | \$848,799.00 | \$301,593.49 | \$547,205.51 |
| 4002 | Contingency Reserve (CCF) | \$400,000.00 | \$0.00 | \$400,000.00 |
| 4003 | Marketing Co-Op Income | \$4,000.00 | \$4,459.02 | -\$459.02 |
| 4004 | Event Income | \$1,800.00 | \$0.00 | \$1,800.00 |
| 4010 | Miscellaneous Items | \$1,000.00 | \$650.89 | \$349.11 |
| 4035 | Interest Income | \$125.00 | \$43.64 | \$81.36 |
| Total Revenues | | \$1,255,724.00 | \$306,747.04 | \$948,976.96 |

| Administrative Expenses | | Budget | Disbursed | Remaining |
|---------------------------|--------------------------------|--------------|--------------|--------------|
| 6019 | Uniforms | \$450.00 | \$350.08 | \$99.92 |
| 6020 | Volunteer/Tourist Certificates | \$0.00 | \$10.00 | -\$10.00 |
| 6025 | Communications | \$2,500.00 | \$868.28 | \$1,631.72 |
| 6030 | Insurance | \$1,334.00 | \$0.00 | \$1,334.00 |
| 6035 | Office Supplies | \$1,000.00 | \$235.12 | \$764.88 |
| 6040 | Office Equipment | \$2,000.00 | \$999.93 | \$1,000.07 |
| 6050 | Dues & Subscriptions | \$9,500.00 | \$6,238.07 | \$3,261.93 |
| 6055 | Postage & Freight | \$2,000.00 | \$1,195.38 | \$804.62 |
| 6060 | Technology Services | \$2,500.00 | \$913.32 | \$1,586.68 |
| 6065 | Promotional Items | \$2,500.00 | \$2,659.88 | -\$159.88 |
| 6075 | Beach Camera | \$3,075.00 | \$1,020.00 | \$2,055.00 |
| Beach Management Expenses | | Budget | Disbursed | Remaining |
| 9010 | Canal Support | \$13,500.00 | \$0.00 | \$13,500.00 |
| 9015 | Beach Cleaning Support | \$5,000.00 | \$0.00 | \$5,000.00 |
| 9020 | Parks Support | \$7,500.00 | \$0.00 | \$7,500.00 |
| 9030 | Consulting & Contracts | \$47,675.00 | \$17,364.35 | \$30,310.65 |
| 9035 | Beach Patrol & Safety | \$13,000.00 | \$0.00 | \$13,000.00 |
| 9040 | Beach Restoration | \$400,000.00 | \$704.90 | \$399,295.10 |
| 9045 | Contingency | \$200.00 | \$0.00 | \$200.00 |
| Marketing Expenses | | Budget | Disbursed | Remaining |
| 7020 | Advertising Sponsorship | \$6,000.00 | \$2,250.00 | \$3,750.00 |
| 7025 | Festivals & Events | \$14,000.00 | \$1,163.71 | \$12,836.29 |
| 7030 | Advertising | \$383,000.00 | \$136,242.75 | \$246,757.25 |
| 7031 | Marketing Contingency | \$17,000.00 | \$0.00 | \$17,000.00 |
| 7035 | Advertising Production | \$30,000.00 | \$12,500.00 | \$17,500.00 |
| 7040 | Printing | \$11,000.00 | \$8,665.90 | \$2,334.10 |
| 7065 | FAM Tours | \$3,000.00 | \$1,077.93 | \$1,922.07 |
| Personnel Expenses | | Budget | Disbursed | Remaining |
| 6001 | Salaries | \$180,763.00 | \$75,643.15 | \$105,119.85 |
| 6007 | Employee Insurance | \$33,489.00 | \$16,926.16 | \$16,562.84 |
| 6015 | Payroll Taxes | \$13,761.00 | \$3,536.61 | \$10,224.39 |

| Professional Services Expenses | | Budget | Disbursed | Remaining |
|--------------------------------|----------------------------------|-----------------------|---------------------|---------------------|
| 7005 | Accounting Services | \$2,675.00 | \$1,000.00 | \$1,675.00 |
| 7010 | Audit | \$12,390.00 | \$10,700.00 | \$1,690.00 |
| 7015 | Legal Services | \$3,000.00 | \$1,000.00 | \$2,000.00 |
| Travel Expenses | | Budget | Disbursed | Remaining |
| 7070 | Travel Lodging | \$3,000.00 | \$834.67 | \$2,165.33 |
| 7071 | Mileage Reimbursement | \$4,000.00 | \$2,561.73 | \$1,438.27 |
| 7075 | Conventions, Meetings & Travel | \$6,000.00 | \$600.42 | \$5,399.58 |
| Visitor Services Expenses | | Budget | Disbursed | Remaining |
| 8040 | Communications | \$2,500.00 | \$1,078.64 | \$1,421.36 |
| 8045 | Utility | \$1,285.00 | \$720.64 | \$564.36 |
| 8060 | Security Services | \$600.00 | \$602.99 | -\$2.99 |
| 8070 | Rentals & Lease | \$3,000.00 | \$1,500.00 | \$1,500.00 |
| 8071 | Supplies Services | \$500.00 | \$114.75 | \$385.25 |
| 8075 | Maintenance & Landscape Services | \$4,770.00 | \$2,139.71 | \$2,630.29 |
| 8080 | Insurance | \$2,600.00 | \$435.11 | \$2,164.89 |
| 8085 | Capital Improvements | \$2,300.00 | \$939.15 | \$1,360.85 |
| 8090 | Contingency | \$1,357.00 | \$722.41 | \$634.59 |
| Total Expenditures | | \$1,255,724.00 | \$315,515.74 | \$940,208.26 |



Presented to

MEXICO BEACH

Marketing Report

FEBRUARY - FY25

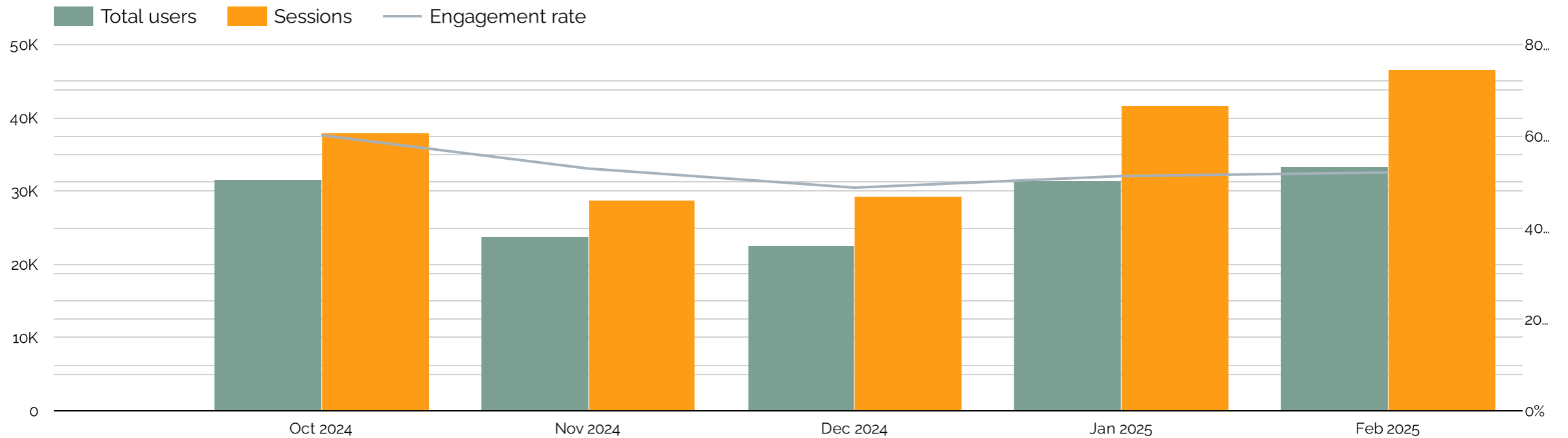


MADDEN

KEY SITE METRICS

| Total users | Sessions | Engaged sessions | Engagement rate | Engagement Time per Session | Average session duration |
|-------------|----------|------------------|-----------------|-----------------------------|--------------------------|
| 33,400 | 46,718 | 24,327 | 52.07% | 00:48 | 02:30 |
| ↑ 7.2% | ↑ 25.7% | ↑ 36.1% | ↑ 8.3% | ↑ 37.6% | ↑ 39.5% |

Fiscal Year Comparison



Insights:

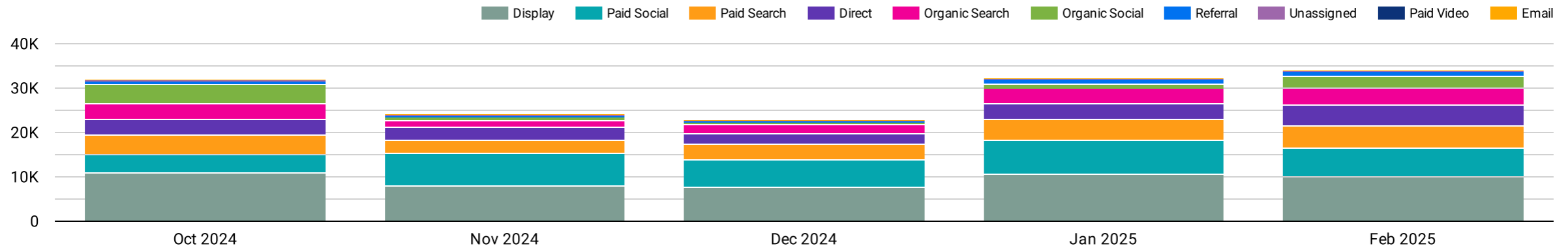
- Direct Traffic, Organic Social and Organic Search Traffic improved MoM.
- Kargo Display launched in January, continuing to provide a boost in website sessions.
- Engagement metrics are consistently improving YoY and is consistent MoM.

CHANNEL BREAKOUT

| Session default channel group | Total users | Engaged sessions | Engagement rate |
|-------------------------------|-------------|------------------|-----------------|
| Display | 10,076 | 5,021 | 33.66% |
| Paid Social | 6,396 | 2,630 | 35.59% |
| Paid Search | 5,090 | 4,503 | 73.35% |
| Direct | 4,642 | 4,375 | 66.48% |
| Organic Search | 3,865 | 4,814 | 73.64% |
| Organic Social | 2,697 | 2,234 | 63.85% |
| Referral | 941 | 1,275 | 72.44% |
| Unassigned | 130 | 2 | 1.49% |

1 - 10 / 10

MONTHLY CHANNEL COMPARISON



Feb 1, 2025 - Feb 28, 2025 ▾

TOP PAGES

| Page path | Total users ▾ |
|---|---------------|
| /things-to-do/beaches/ | 7,994 |
| /things-to-do/fishing/ | 5,188 |
| / | 5,075 |
| /wp-content/uploads/2024/10/The-Unforgettable-Spirit.html | 3,860 |
| /mexico-beach/beach-restoration-project/ | 3,486 |
| /wp-content/uploads/2023/10/go-with-the-flow-updated.html | 2,450 |
| /vacation-rentals-by-owner/ | 2,325 |
| /mexico-beach/beach-cam/ | 1,964 |
| /eat-drink/ | 1,523 |
| /stay/ | 1,476 |
| /event/gumbo-cook-off/ | 1,170 |
| /activities/ | 1,105 |
| /hotels/ | 1,077 |
| /calendar-of-events/ | 1,011 |
| /vacation-rental-companies/ | 607 |

TOP CITIES

| City | Region | Total users ▾ |
|--------------|-----------|---------------|
| Chicago | Illinois | 2,795 |
| Atlanta | Georgia | 2,529 |
| Dallas | Texas | 1,356 |
| Houston | Texas | 1,107 |
| Orlando | Florida | 1,062 |
| Miami | Florida | 961 |
| Birmingham | Alabama | 841 |
| Jacksonville | Florida | 798 |
| Nashville | Tennessee | 620 |
| Ashburn | Virginia | 476 |
| Mexico Beach | Florida | 442 |
| (not set) | Georgia | 371 |
| Fort Worth | Texas | 331 |
| Mobile | Alabama | 318 |
| New York | New York | 299 |

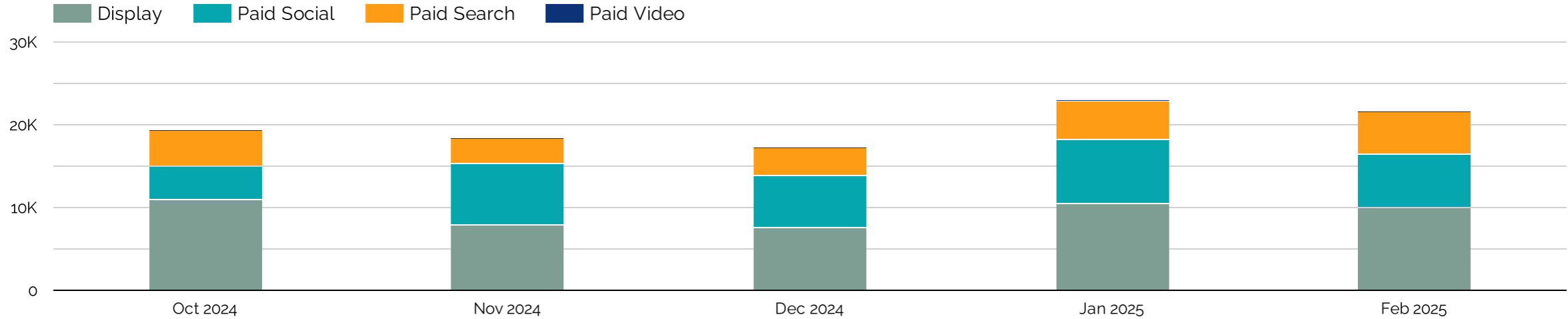
TOP REFERRAL SOURCES

| Default channel group | Session source | Sessions ▾ | % Δ | Engagement rate | % Δ |
|-----------------------|---------------------------------|------------|------------|-----------------|----------|
| Referral | visitflorida.com | 354 | -11.9% ↓ | 92.09% | 9.5% ↑ |
| Referral | livebeaches.com | 306 | 5375% ↑ | 92.16% | 5.3% ↑ |
| Referral | google | 286 | 2178% ↑ | 88.11% | -3.3% ↓ |
| Referral | mexicobeachfl.gov | 186 | - | 89.25% | - |
| Referral | linktree | 67 | 204.5% ↑ | 88.06% | 61.4% ↑ |
| Referral | (direct) | 47 | 235.7% ↑ | 100% | 0.0% |
| Referral | bing | 28 | 366.7% ↑ | 100% | 0.0% |
| Referral | wjhg.com | 22 | 633.3% ↑ | 100% | 0.0% |
| Referral | mexicobeachfl.com | 22 | 340.0% ↑ | 50% | -37.5% ↓ |
| Referral | southernliving.com | 19 | -51.3% ↓ | 100% | 39.3% ↑ |
| Referral | newsherald.com | 18 | - | 100% | - |
| Referral | bucketlistjourney.net | 16 | -56.8% ↓ | 100% | 15.6% ↑ |
| Referral | hootsuite | 12 | - | 100% | - |
| Referral | www-wjhg-com.cdn.ampproject.org | 11 | 1,000.0% ↑ | 100% | 0.0% |
| Referral | travelandleisure.com | 11 | 57.1% ↑ | 90.91% | 6.1% ↑ |

TOP DIRECT SOURCES REGION / CITY

| Region | City | Sessions ▾ | % Δ | Engagement rate | % Δ |
|----------|--------------|------------|------------|-----------------|----------|
| Georgia | Atlanta | 482 | 115.2% ↑ | 60.37% | 22.9% ↑ |
| Florida | Miami | 357 | 158.7% ↑ | 62.46% | 48.6% ↑ |
| Illinois | Chicago | 357 | 98.3% ↑ | 60.78% | 35.1% ↑ |
| Virginia | Ashburn | 165 | 1578% ↑ | 52.12% | -7.3% ↓ |
| Texas | Dallas | 140 | -4.8% ↓ | 55% | 37.0% ↑ |
| Texas | Cedar Park | 135 | - | 23.7% | - |
| Georgia | Lavonia | 126 | 2,000.0% ↑ | 100% | 0.0% |
| Florida | Orlando | 115 | 91.7% ↑ | 63.48% | 36.0% ↑ |
| New York | New York | 106 | 130.4% ↑ | 60.38% | 15.7% ↑ |
| Florida | Mexico Beach | 93 | 43.1% ↑ | 69.89% | 3.3% ↑ |
| Florida | Blountstown | 89 | 154.3% ↑ | 84.27% | 63.9% ↑ |
| Florida | Tallahassee | 72 | 500.0% ↑ | 73.61% | 10.4% ↑ |
| Florida | Jacksonville | 67 | 97.1% ↑ | 68.66% | -13.5% ↓ |
| Georgia | (not set) | 65 | 195.5% ↑ | 67.69% | 86.2% ↑ |
| Texas | Houston | 51 | 240.0% ↑ | 64.71% | 94.1% ↑ |

PAID CHANNELS



TOP PAGES - PAID

| Page path | Total users |
|---|-------------|
| /things-to-do/beaches/ | 34,272 |
| /things-to-do/fishing/ | 22,184 |
| /wp-content/uploads/2024/10/The-Unforgettable-Spirit.html | 15,835 |
| /wp-content/uploads/2023/10/go-with-the-flow-updated.html | 10,420 |
| / | 10,223 |
| /vacation-rentals-by-owner/ | 6,565 |
| /activities/ | 2,985 |
| /stay/ | 2,623 |

TOP CITIES - PAID

| City | Region | Total users |
|--------------|-----------|-------------|
| Chicago | Illinois | 7,865 |
| Atlanta | Georgia | 6,912 |
| Dallas | Texas | 4,832 |
| Houston | Texas | 4,310 |
| Orlando | Florida | 2,816 |
| Birmingham | Alabama | 2,474 |
| Nashville | Tennessee | 2,195 |
| Jacksonville | Florida | 2,006 |

MEDIA PERFORMANCE OVERVIEW

Feb 1, 2025 - Feb 28, 2025

GOOGLE - SEM LEISURE

Clicks
5,558

Impressions
73,348

CTR
7.58%

Madden Benchmark: 8.53%

GOOGLE - DISPLAY PROSPECTING

Clicks
12,570

Impressions
391,105

CTR
3.21%

Madden Benchmark: 1.11%

GOOGLE - DISPLAY REMARKETING

Clicks
2,888

Impressions
64,256

CTR
4.49%

Madden Benchmark: 1.07%

GOOGLE - VIDEO

Video views
165,487

Impressions
313,225

Video view rate
52.83%

Madden Benchmark: 37.07%

META - PROSPECTING

Clicks
7,511

Impressions
296,176

CTR
2.54%

Madden Benchmark: 1.70%

META - REMARKETING

Clicks
1,502

Impressions
88,522

CTR
1.70%

Madden Benchmark: 1.74%

KARGO

Clicks
1,090

Impressions
615,433

CTR
0.18%

Benchmark: .08%

February Media Insights:

Madden Media paid traffic delivered over 60% of traffic to the website.

Meta Prospecting performs 49% above the Madden benchmark.

Kargo continues to perform above the benchmark and deliver engaged website traffic.

The Google Video campaign flight has ended and will re-launch in June, the February flight performed 43% above the Madden benchmark.

On The Horizon: Flamingo Magazine Digital Content, Stay Remarketing Ad Group



Mexico Beach Community Development Council Event Marketing Sponsorship Application

Mission

The Mexico Beach Community Development Council (CDC) believes that special events are an important aspect for Mexico Beach. The CDC earmarks event marketing sponsorship funding to eligible organizations to market and promote the event so long as its overall marketing efforts are to promote overnight lodging in Mexico Beach. While the CDC is committed towards allocating funding to promote events in and around Mexico Beach, it is important that the same level of support is reciprocated by the event to ensure success.

Requirements

Each event applying for support will be required to submit a written application for the fiscal year (October 1 – September 31) during which funding is sought to be provided. Applications must be submitted to the CDC's President. The application shall contain the following information:

1. Name/Organization and address of applicant.
2. Name and address of contact person.
3. Detailed description of event that includes: a detailed summary of the proposed goals; objectives and economic impact; date(s) of the event; anticipated attendance; projected overnight lodging; logistical outline of event; expense budget for producing event
4. Complete marketing campaign for the event.
5. Complete revenue budget for the event that includes: the amount of funds being invested into the event by the event organizers; the amount of sponsorship being requested from the CDC; additional sponsorship revenues; anticipated revenues from ticket sales; anticipated revenues from additional sales; any additional revenues forecasted to be generated by the event.
6. Agreement that the CDC logo will be included, and visible, on all marketing materials produced by event; this includes but not limited to apparel, posters, banners, advertising materials.



Agreement

Upon receiving the sponsorship application, the President shall review all materials and verify that the sponsorship request packet is complete. Once verified, the sponsorship request will be presented to the CDC Board of Directors at the next available monthly meeting. Please note that the CDC meets on the third Thursday of each month so sponsorship packets must be submitted and approved 15 days prior than the scheduled month meeting. The Board may approve the application, ask the event organizer to make changes to the application, or reject the application. The sponsorship agreement shall provide that:

1. Nothing within this sponsorship agreement shall be construed to make the CDC a partner or joint venture with the applicant, or to create the impression that the CDC shall have any control over the planning and conduct of the event itself.
2. Funding can be contingent upon the event obtaining all necessary permits required by law to hold the event and comply with all applicable law in connection with the event.
3. If any material changes occur in the scope (format, audience, attendance, budget, etc.) or marketing of the event, the CDC reserves the right to withdraw its support and financial commitment to the event without recourse against the CDC.



Mexico Beach Community Development Council Event Marketing Sponsorship

Mission

The Mexico Beach Community Development Council (MBCDC) believes that special events are an important aspect for Mexico Beach. The MBCDC earmarks event marketing sponsorship funding to eligible organizations to market and promote the event so long as its overall marketing efforts are to promote the destination in a positive manner, attract visitors to the destination and procure overnight lodging in Mexico Beach. While the MBCDC is committed towards allocating funding to promote events in and around Mexico Beach, it is important that the same level of support is reciprocated by the event to ensure success.

Requirements

Each event applying for support will be required to submit a written application for the fiscal year (October 1 – September 31) during which funding is sought to be provided. Applications must be submitted to the MBCDC’s President. The application shall contain the following information:

- Organization name, event address, and name of contact person.
- Detailed description of the event that includes: a summary of the proposed goals; objectives and economic impact; date(s) of the event; anticipated attendance; projected overnight lodging; logistical outline of event; expense budget for producing event.
- An outlined marketing campaign for the event including how the sponsorship will be utilized, including a budget summary.
- Complete revenue budget for the event that includes: the amount of funds being invested into the event by the event organizers; the amount of sponsorship being requested from the MBCDC; additional sponsorship revenues; anticipated revenues from ticket sales; anticipated revenues from additional sales; any additional revenues forecasted to be generated by the event.
- All marketing must include the MBCDC logo and/or acknowledge that the event has received financial assistance from the MBCDC. This agreement must be acknowledged and stated in the sponsorship application letter. For advertising that does not allow for a logo use:
 - Radio Buys: the radio spot must include a reference that the event was funded in part by the MBCDC in the script.
 - Google AdWords: As a text only advertising, the MBCDC logo must be placed on the landing page from the Google AdWords advertising.
 - Social Media (META, Pinterest, YouTube, etc.): social media ads can direct consumers to your website or social media page. If advertising is directed to your website, then you will need the MBCDC logo displayed on your website. If advertising is directing back to your social media page, then you will need to include a post stating that this event was funded in part by the MBCDC.



Agreement

Upon receiving the sponsorship application, the President shall review all materials and verify that the sponsorship request packet is complete. Once verified, the sponsorship request will be presented to the MBCDC Board of Directors at the next available meeting. Sponsorship packets must be submitted at least three months prior to the event to ensure quality marketing time can be attained. The MBCDC may approve the application, request event organizer to make modifications to the application, or reject the application. The sponsorship agreement shall provide that:

- Nothing within this sponsorship agreement shall be construed to make the MBCDC a partner or joint venture with the applicant, or to create the impression that the MBCDC shall have any control over the planning and conduct of the event itself.
- Funding can be contingent upon the event obtaining all necessary permits required by law to hold the event and comply with all applicable law in connection with the event.
- The MBCDC reserves the right to award the sponsorship upon completion of the event as a reimbursable, and may request proof expenses, proof of payment, and proof of marketing performance with the MBCDC logo.
- If any material changes occur in the scope (format, audience, attendance, budget, etc.) or marketing of the event, the MBCDC reserves the right to withdraw its support and financial commitment to the event without recourse against the MBCDC.

DRAFT

- Participants receiving tuition reimbursement for course(s) needed to obtain a degree must agree to remain in the employ of the CDC for at least two (2) years following completion of degree. Employees who separate from employment for any reason other than disability within the time period applicable to course(s), certifications, license, or degree shall be required to repay the CDC for all tuition or fee benefits applicable to coursework completed during the affected period.
- Repayment shall be pro-rated for the remaining period of employment not completed, rounded to the nearest month.
- Repayment to the CDC may be withheld from any final pay to which employee or volunteer may be entitled.

Program Restrictions:

The CDC reserves the right to place limitation on or temporarily suspend the Reimbursement Programs based on any factor, which adversely affects the availability of funding. A suspension of funding will not stop payment for classes approved for reimbursement once classes have begun although the percentage of reimbursement may be reduced.

UNIFORMS

Employees in certain jobs where uniforms are required may be furnished uniforms at no cost to the employee. Employees must return all uniforms when they terminate employment before the final paycheck will be processed.

AWARDS PROGRAMS

Longevity Bonus

Employees shall be given a one-time longevity bonus upon reaching the following years of service: 15 years, \$500; 20 years, \$1,000; and at each additional 5-year increment, \$1,500.

Service Awards

Certificates shall be presented annually, in recognition of years of service with the CDC, to those employees completing five (5) years continuous service and every five (5) years thereafter. Service awards shall also be presented to those employees achieving academic degrees at accredited colleges or universities.

Lynn Marshall

From: Jack Mullen [jackodust@mchsi.com]
Sent: Tuesday, March 09, 2010 9:40 AM
To: Mullen, Jack; Marshall, Lynn; csmith@baycountyfl.gov
Subject: Selection for position of Director, Community Development Center, Mexico Beach

MEXICO BEACH
COMMUNITY DEVELOPMENT COUNCIL
PO Box 13382
Mexico Beach, Florida
(850) 648 4979

March 9th, 2010

Ms. Christy Smith
Director of Human Resources
Bay County Florida
840 West 11th Street
Panama City, Florida 32401

Dear Ms. Smith

This letter is in reply to your inquire regarding the position of Director of the Community Development Council in Mexico Beach. After careful consideration of all candidates, it is the decision of the Board of Directors of the Community Development Council that Ms. Kimberly Shoaf be placed in that position. It's requested that her in-hire salary be \$42,893 per annum.

If you have any question, you can contact me at 850 648 4979

Sincerely

JACK MULLEN
Chairman, CDC Board of Directors

From: [Bridget Odum](#)
To: [Kimberly Shoaf](#)
Subject: CDC resignation
Date: Sunday, March 16, 2025 8:09:39 PM

Dear Kimberly & CDC board members,

I unfortunately no longer live in Bay county and will have to resign from being on the board for the CDC. I have enjoyed my time being on the board and wish you all well.

Thank you,
Bridget Odum

From: [Chris Connor](#)
To: [Kimberly Shoaf](#)
Subject: Interest in Mexico Beach CDC Board
Date: Monday, March 17, 2025 2:19:35 PM
Attachments: [Chris Connor Resume \(1\).pdf](#)

Dear Board:

I am excited to express my interest in serving on the Mexico Beach Community Development Council. With extensive experience in leadership, operations management, and community service, I am eager to contribute to the continued growth and prosperity of Mexico Beach.

As the Vice President of Operations at 4our SeaSuns LLC / Waves & Woods Realty, I provide oversight for 28 HOA/COA properties, managing over 1,000 owners. Additionally, as a Partner for Coast to Coast Vacation Rentals, I have extensive experience in the Mexico Beach market, offering valuable insight into the area's evolving needs. My expertise includes project management, financial oversight, vendor relations, and conflict resolution—skills that are directly applicable to community development initiatives. Moreover, managing several Mexico Beach neighborhoods has given me a strong pulse on the local community, allowing me to advocate effectively for its growth and success.

After retiring from public safety following a 20-year career, including roles as a Flight Paramedic, Base Lead, Charge Paramedic, and Field Training Officer, I have honed my ability to work under pressure, collaborate effectively, and maintain a high standard of service in complex environments.

Beyond my professional roles, I have actively contributed to the community through leadership positions in emergency services, education, and property management. My experience training and mentoring individuals, combined with my strong problem-solving abilities, positions me well to support the mission and vision of the Mexico Beach Community Development Council.

I welcome the opportunity to bring my skills and dedication to the council. Enclosed is my resume for your review. I look forward to the possibility of discussing how I can best serve Mexico Beach.

Thank you for your time and consideration.

Chris Connor