



Mexico Beach Community Development Council Monthly Meeting

Thursday, March 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

- a. Approve minutes from February 20, 2025 monthly meeting- A motion was made by Director Oldham and seconded by Director Sanchez to approve the minutes. The motion passed unanimously.
- b. Tourist Development Tax Collections- President Shoaf explained that the TDT is transitioning to a new software system and all reports are delayed. Discussion followed.

III. Request to Address the Board on Agenda-None

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

V. Marketing Report-President Shoaf presented the marketing report as prepared by Madden. Discussion followed.

VI. Ongoing Business

- a. **Beach Restoration Project update-**President Shoaf shared an update on the beach restoration project stating that they plan to be done pumping sand by the end of next week, have started the post and rope process and have started vegetation planting. President Shoaf shared her experience of visiting the dredge this week. Discussion followed.
- b. **Coffee & Donuts event recap-**President Shoaf stated that the total turnout was over 160 attending with positive feedback. She reported that attendees were from all over including Canada, Ohio, Wisconsin, New York, Washington DC, Michigan, Pennsylvania, Indiana. President Shoaf stated she believes the event was a success and will budget for this event next year.
- c. **Wedding Vow Renewal event-**Director Mullen gave a recap of the wedding vow renewal past events and President Shoaf stated that 50 couples that have already signed up for this year's event. Discussion followed

VII. New Business

- a. **Update Marketing Sponsorship Form-**President Shoaf presented an updated Marketing Sponsorship form for approval. She noted that the update provides more reassurance for the board with regards to how events will market and promote both their event and



our destination. Discussion followed. After discussion a motion was made by Director Sanchez and seconded by Director Mullen to accept the updated Marketing Sponsorship form. The motion passed unanimously.

- b. **Longevity Bonus for Kimberly Shoaf**-Chairman Carroll stated that President Shoaf just completed 15 years of service with the MBCDC. Per the policies and procedures, employees shall be given a one-time longevity bonus upon reaching the following years of service, 15 years \$500., 20 years \$1,000. The board acknowledged President's Shoaf time and thanked her for her continued service.
- c. **Board Resignation: Bridget Odum**-President Shoaf shared an email received from Director Bridget Odum stating that she has moved out of the county and would not be able to serve on the board. President Shoaf stated that there is now a vacancy on the board for the seat of tourism related business.
- d. **Board Member Vacancy: TDT Collector**- Chairman Carroll shared an email stating that Chris Connor from Coast to Coast Vacation Rentals was interested in serving on the board as a tourist development tax collector. Discussion followed. After discussion a motion was made by Director Linderman and seconded by Director Oldham to accept Chris Connor to the Mexico Beach Community Development Council Board of Directors. The motion passed unanimously. President Shoaf said she will pass this request to the Board of Commissioners for final consideration and approval.

VIII. Presidents Report- President Shoaf shared that the EV Stations are now working. She introduced new employee Adrienne Glass, stated that she has hit the ground running with amazing work. President Shoaf shared that at the Plein Air Paint-out reception was held on Monday and had over 75 in attendance. Discussion followed.

IX. Chairman's Report-Chairman Carroll shared his experience on the trip to the dredge and how interesting it was to see.

X. Audience Participation- none

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

Respectfully submitted,
Kathy Krum, Recording Secretary