



**Indian River Lagoon National Scenic Byway Coalition Meeting
Barrier Island Sanctuary Management & Education Center, 8385 South Highway A1A,
Melbourne Beach, FL 32951
January 8, 2015; 10:00 am**

MEETING MINUTES

1. Call to Order at 10:07 a.m./Roll Call/Introductions.

Board of Directors:

Tim Ford, City of Palm Bay, President
Robert (Bob) Day, Vice President
Marsha Cantrell, Brevard County Parks and Recreation, Secretary
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford
Celeste Henry, City of Melbourne, Beautification and Environmental Committee

Members and Guests:

Anne Mayer, Marine Resources Council
Deidre Jackson, Space Coast Office of Tourism
Garry Balogh, FDOT-Deland
Lance Decuir, Atkins
Layne Hamilton, Merritt Island National Wildlife Refuge
Mary Williams, Brevard County Parks and Recreation
Mike Palozzi, CBI, Inc.
Phil Davis, Sailforth Productions
Steve and Sandee Dawdy
Ray Mojica, Land Manager, Environmentally Endangered Lands Program

2. Approval of Minutes – **Bob Day made a motion to approve the December Minutes. Celeste Henry seconded the motion. Unanimously approved.**
3. Presentation – Ray Mojica, Land Manager, for the South Beach Region of the Environmental Endangered Lands Program (EEL) and Barrier Island Sanctuary Management and Education Center. The EEL Program is a countywide program divided into 4 separate management regions that is funded by a voter approved referendum. The goal is to acquire conservation lands throughout Brevard County and manage them to increase biodiversity, public access and environmental education. Ray's responsibility covers 8 sanctuaries within the south beach region and he is Interim Manager of the central region in Merritt Island. The EEL Program is guided by Management Plans approved by the State and the Board of County Commissioners. 3 of the 8 south region sanctuaries have public access, totaling 70 miles of trails with 3 on the beach. Often EEL sanctuaries have 3 to 4 sides adjacent to homes so they must be maintained with controlled fires for a public safety standpoint. Volunteers help build and maintain the lands. Ecosystems are fire-dependent so controlled prescribed fires requires mechanical treatment to create fire breaks reducing fire height and protects the spreading of fire to nearby homes. A private land clearing company is used through a continuing contract with the State. Gopher Turtle burrows are mapped and Florida Tech/FIT/UCF students conduct turtle research. UCF monitors nesting turtles by releasing 2 turtles a year with satellite tags. 40% of the green turtles nest in the Archie Carr

Refuge. Invasive non-native plant species are removed and native habitats are restored by reseeded and they are regrown after 10 years. Program and Education programs include summer camps, aquatic programs, and environmental messages. The Center was opened in 2008 and the visitors are mostly from walk-in traffic.

4. Committee Reports

- A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on January 6th.
- Brochures need to be reprinted and funds are needed.
 - Kiosk and Mobile Phone App – The Eau Gallie kiosk is complete. The Port Exploration Tower and Ron Jon’s would be good locations and sponsors for our \$600 2-sided kiosks. Fellsmere Welcome Center on CR512 and Marsh Landing will also have kiosks.
 - Business Partner Program – Corridor Solutions has put together a listing of the businesses along the byway and Atkins is preparing a donor package.
 - Video - Phil Davis, Sailforth Production will hold a kick-off meeting after this meeting on a 20-30 minute video they will be producing for the byway.
- B. Website Committee – Nicole Holbrook – Our site was redirected again and has been resolved. Events were added to the website calendar, so please send her more to add. There will be access to the By-Laws, Director’s manual and list of coalition members.
- On-line store – Kathe Brewer has been sick since Thanksgiving and it is hoped the online store will be connected by next month’s meeting.
- C. Social Media Coordinator – Kathe Brewer – Tim has been posting events on Facebook.
- D. FDOT Scenic Byway Coordinator – Garry Balogh – The Northern Extension is on the January 21st Scenic Highway Advisory Committee agenda. The proposed signing plan was sent to Volusia County, Brevard County, MINWR, and NASA for comments. Comments have been received from Volusia County. The designation must be approved before the signs can be installed. More will be known about the Annual Reports Management Plan Updates after the statewide meeting in April.

5. Reports of Officers

- A. President – Tim reported the Florida Department of State Division of Corporations (www.sunbiz.org) Annual Reports are due May 1st and basically you submit the names of Officers and the \$61.25 fee. He continues to post events and pictures on Facebook. The Frog Leg Festival, Key Lime Festival, and the Space Coast Birding Festival are all coming up. The Coalition will have exposure at the frog and birding festivals.
- B. Vice President – Bob believes there is an opportunity to work with Ron Jon’s and the Port for kiosks. They will probably want to do their own architecture and all we’ll have to do is add our info. He will request meetings with them for him and Tim.
- C. Secretary – Marsha Cantrell –
- “Adopt” a Meeting for 2015 – The calendar was distributed by email. Some months need presentation only and other months need location and presentation. Tim will do February presentation on the Palm Bay Redevelopment District. Marsha will coordinate the March meeting and presentation at Sam’s House at Pine Island Sanctuary in Merritt Island. Nicole adopted the September meeting and Bob adopted the November meeting. Marsha advised everyone that she is retiring from the County, her term as Secretary has expired,

the Coalition's Post Office box is in Rockledge (due in March), the IRLNSB files will be boxed up and the computer files will be downloaded to a memory stick and she will bring all to the next meeting.

- D. Treasurer – Nicole Capp Holbrook –
- Status of Bank Account – The balance is \$614.68 with no changes since August.
 - Yearly Budget Comparison – Nicole distributed the 2014 Year End Budget report and the proposed 2015 Budget.
6. Old and Unfinished Business
- A. North Byway Extension – The January meeting will be a teleconference meeting where individuals can call in and it is hoped the City of Titusville will participate.
- B. Level 2 Accreditation – Mike Palozzi reported they have been working on updating the Board Manual.
- C. Marine Resources Council (MRC) Lagoon House Interagency Agreement – There will be a meeting next week with MRC to discuss the proposed long term agreement. The City of Palm owns the land/building and leases to MRC. MRC is required to be a Scenic Byway Welcome Center, so the agreement will include language that the Coalition can hold meetings there, they will display our brochure, video, & kiosk, and % of the House will be dedicated to the byway. This will protect the Coalition in the future should there be any changes in management.
7. New Business –
- A. Annual Meeting – Election of Board Members – It was agreed the Bylaws need to be amended to be clear in the manner of the election of Officers and Directors. Richard Stillwagon recently advised his new job responsibilities with the City may interfere with his ability to serve his last year as a Board Member and requested that he be replaced. He will continue to represent the City and will continue to participate as a member and as a supporter of the Coalition. Tim submitted the following slate of Officers/Directors: Tim Ford as President, Bob Day as Vice-President, Nicole Capp Holbrook as Treasurer, and Deidra Jackson fulfilling Richard's term through 2015. No additional nominations were submitted from the floor. Note no names for Secretary was submitted nor nominated. **Bob Day made motion to approve the Board Members and Officers as submitted. Beth Blackford seconded motion. Unanimously approved.**
8. Public comment – No reports.
9. Adjournment at 10:57 a.m.

Next Meeting is: February 5, 2015, 10:00 am
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905
Presentation: Tim Ford, City of Palm Bay, Bayfront Community Redevelopment Agency



**Indian River Lagoon National Scenic Byway Coalition Meeting
Ted Moorhead Lagoon House, 3275 Dixie Highway, NE
Palm Bay, FL 32905
February 5, 2015**

MEETING MINUTES

1. Call to Order at 10:07 a.m./Roll Call/Introductions.

Board of Directors:

Tim Ford, City of Palm Bay, President
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford
Celeste Henry, City of Melbourne, Beautification and Environmental Committee
Deidre Jackson, Space Coast TDC
Susan Adams, City of Fellsmere

Members and Guests:

Richard Stillwagon, City of Titusville
Marsha Cantrell
Lance Decuir, Atkins
Anne Mayer, Marine Resources Council (MRC)
Garry Balogh, FDOT – Deland, Scenic Byway Coordinator
Ted Moorhead
Beth McMillen, MRC (Late)

2. Approval of Minutes – **Motion by Celeste Henry, seconded by Deidre Jackson to approve the January, 2015 minutes as written. Motion carried unanimously.**
3. Presentation – Prior to the Presentation, Tim Ford presented on behalf of the IRLNSB Coalition, thermal wine and cheese cooler bags filled with a ball cap, beach towel and a blanket with the IRLNSB logo on them to Marsha Cantrell and Richard Stillwagon for their years of dedicated board member service to the Coalition from its inception. Tim Ford, City of Palm Bay Bayfront Community Redevelopment Agency (BCRA) Administrator provided a presentation on the recent projects and activities of the City of Palm Bay's BCRA. Mr. Ford informed the Coalition about the location, area, board composition, purpose and funding sources for the BCRA. Mr. Ford noted the major projects that the BCRA was working on included the installation of 108 street lights along U.S.-1 from R. J. Conlan Boulevard to the Yellow Dog Restaurant. Mr. Ford mentioned that the BCRA received \$1.1 million in federal and state grants for the lights due to a traffic safety justification study. Notice to Proceed to install the lights was issued on February 4, 2015 and it was noted that the project would take approximately nine (9) months to complete. The BCRA was working on bid documents for the Phase 2 U.S.-1 Sidewalk Project which would extend the Phase 1 Sidewalk on U.S.-1 from Ridge Road to Port Malabar Boulevard. Mr. Ford informed the Coalition of a \$40,000 Department of Economic Opportunity (DEO) grant that was awarded to develop economic development strategies for the Bayfront Village area of the redevelopment district. Mr. Ford mentioned that the BCRA was also advertising for a Request for Proposals (RFP) to lease and operate the City owned Pelican Harbor Marina. A second RFP would be advertised to solicit a

developer for a public-private partnership to develop the marina property and a property adjacent to the marina for a mixed use waterfront destination development. The Coalition was informed of invasive vegetation management being done at the “Bay”, the completion of 100% design plans for the Palm Bay Road Streetscape project from U.S.-1 to R.J. Conlan Boulevard that would be built when funding was available; the partnership with the Driskell Heights community to build the Evans Center on Florida Avenue which was proposed to house a grocery, health clinic and job training facility; and two (2) sponsored special events in the District, Watefest and the Bayfront 5K9 Fun Run.

4. Committee Reports

A. Sustainability Committee – A teleconference was held on January 26, 2015.

- Kiosks – Bob Day approached Ron Jon’s and Port Canaveral about having byway kiosks. Ron Jon’s declined and the committee was waiting for the Port’s reply. Deidre Jackson asked that the kiosk graphics be emailed to her.
- Business Partner Program – It was noted that Mike Palozzi and Karen Wilharm were working on a donor package for potential business donors.

B. Website Committee – Nicole Holbrook – Mrs. Holbrook was asked if the Corridor Management Plan (CMP) and the Board of Directors (BOD) Manual were on the website. It was noted that the CMP was on the website while the BOD was not. Mrs. Holbrook provided a report on the website’s analytics both nationally and internationally. Mrs. Holbrook reported on a webinar she attended on “How to use Facebook Effectively.” The webinar was sixty (60) minutes long. It was noted that Mrs. Holbrook would forward the download for Coalition members to review.

C. Social Media Coordinator – Kathe Brewer – No report, not in attendance.

D. FDOT Scenic Byway Coordinator – Garry Balogh – Mr. Balogh stated that Annual Report training was held on-line with Go To Meeting and that Tim Ford attended.

- On-line store – Kathe Brewer has been sick since Thanksgiving and it is hoped the online store will be connected by next month’s meeting.

5. Reports of Officers

A. President – Tim Ford noted that Lagoon Fest was going to be held at the Lagoon House March 7, 2015. Anne Mayer, MRC, had brochures, tickets and sponsorship information. Discussion ensued regarding a floating bandstand. Plans were still being developed. Tim asked for a volunteer for the Coalition Secretary position. An update was given on Sailforth Video and the Byway video being developed. A list of places, events and people were provided to Sailforth.

B. Vice President – Bob Day was not in attendance.

C. Secretary – Marsha Cantrell conveyed a flash drive of electronic files and hard copy records to Tim Ford and Nicole Holbrook respectively. Ms. Cantrell was asked if her replacement had been designated by County Management. Ms. Cantrell said that no one had been designated yet.

D. Treasurer – Nicole Holbrook reported there was \$614.68 in the account and mentioned that there had been no activity since the last report.

6. Old and Unfinished Business
 - A. North Byway Extension – Garry Balogh informed the Coalition that the State Highway Advisory Council (SHAC) met in Tallahassee to hear the byway extension request. Garry Balogh, Titusville Mayor Jim Tulley and Tim Ford spoke via teleconference. The extension was unanimously approved. It was noted that Scenic Byway designation signs had been ordered and should be installed in five (5) to six (6) weeks.
 - B. Level 2 Accreditation – It was announced that Mike Palozzi and Karen Wilharm were working on a Level 2 accreditation Bond Manual.
 - C. Marine Resources Council Lagoon House Interagency Agreement – A draft agreement had been completed and was being reviewed. It was expected that the document would be on next month’s agenda.
7. New Business – none
8. Public comment – Celeste Henry mentioned that an Arbor Day celebration was held in Melbourne and a comment was made about the absence of IRLNSB information table. The date for next year’s celebration would be January 15, 2016. Beth McMillen, MRC, showed the Coalition the Florida Today “Fact Book” and provided information about advertising in the publication. Ms. McMillen provided ad prices. A listing was free. It was determined that a listing for the Lagoon House would be obtained for free.
9. Adjournment at 11:08 a.m.

Next Meeting is: March 5, 2015, 10:00 am
Sams House at Pine Island Sanctuary Management & Education Center
6195 North Tropical Trail, Merritt Island, FL 32953
Presentation: Martha Pessaro, Naturalist Re: Indian River Lagoon Transportation



**Indian River Lagoon National Scenic Byway Coalition Meeting
Sams House at Pine Island Sanctuary Management and Education Center
6195 North Tropical Trail, Merritt Island, FL 32953
March 5, 2015; 10:00 A.M.**

MEETING NOTES

1. Call to Order at 10:07 a.m./Roll Call/Introductions

Board of Directors:

Tim Ford, City of Palm Bay, President

Robert (Bob) Day, Vice President

Nicole Capp Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford

Members and Guests:

Eddy Galindo, City of Titusville

Earl McFarland

Tom McFarland, Pine Island Preservation Society

Mike Palozzi, CBI

Marsha Cantrell

John Schantzen, Merritt Island resident

Richard Stillwagon, City of Titusville

Bill Klein, Volunteer

Marlys Breckle, Volunteer

Garry Balogh, FDOT

Martha Pessaro, Brevard County Naturalist, Sams House at Pine Island Sanctuary

2. Approval of Minutes – **No Quorum present. February 5, 2015 minutes not approved.**
3. Presentation – Martha Pessaro, Naturalist, Re: Indian River Lagoon Transportation – Paddles, Sails and Steam.

Martha Pessaro provided a presentation on the history of travel on the Indian River Lagoon from early Native American times until the 1880's when rail transportation came to the area with the Flagler Railroad. Ms. Pessaro illustrated how Indian River Lagoon water transportation progressed from dug out canoes to sailing boats to steam boats and how life along the lagoon was transformed. Development in the County was based on the water for transportation. Ms. Pessaro also provided information about the Sams Family and the family's migration from South Carolina in 1870 to Eau Gallie and then to north Merritt Island.

Darlene Hunt, Pine Island Preservation Society, informed the audience about the Pioneer Days fund raiser held once a year at the site. It was also noted that in addition to the historic structures at the site, the property was a sanctuary that was part of Brevard County's Environmentally Endangered Lands (EEL) Program with wetland restoration and recreation with hiking, fishing and wildlife viewing.

4. Committee Reports

A. Sustainability Committee

- Kiosks – Bob Day reported that Ron Jons would not support a kiosk. Mr. Day still needed to contact Port Canaveral to see if they would be interested in a byway informational kiosk.
Tim Ford reported that the Fellsmere Welcome Center was planning on installing a kiosk with Sailforth providing the graphics.

- Business Partner Program – Tim Ford and Mike Palozzi stated that the Business Donor package was being worked on and would be brought to the next Sustainability Committee Meeting later this month and possibly be on the Coalition’s April meeting agenda.
- B. Website Committee – Nicole Holbrook – Mrs. Holbrook provided the Byway’s webpage analytics to the group. There were 375 sessions for the past month reported.
- On-line Store – Kathe Brewer - Not in attendance. Tim Ford noted that he had been trying to contact Ms. Brewer.
- C. Social Media Coordinator – Kathe Brewer – No report, not in attendance.
- D. FDOT Scenic Byway Coordinator – Garry Balogh – Mr. Balogh mentioned that the northern extension to the Byway had been designated. Designation signage had been installed in Volusia County. Signage in Brevard should go up soon. Mr. Balogh stated that he and Mr. Palozzi would be attending a statewide policy meeting in April and they would report on the meeting at the May Scenic Byway meeting.
- Bob Day asked if there were thoughts of a ribbon cutting ceremony for the designation of the northern loop extension. After some discussion Richard Stillwagon said he would approach the Mayor of Titusville about the City holding an unveiling of a designation sign ceremony.
5. Reports of Officers
- A. President – Tim Ford – Mr. Ford reported on the following: The Coalition’s annual corporation fee had been paid. The cost was \$61.25 and he requested reimbursement from the Treasurer; a letter supporting the Sebastian River Chamber of Commerce’s application to Visit Florida for a grant for advertising was provided. Nicole Holbrook elaborated on the grant; the Byway’s annual report was submitted to FDOT; the Sebastian River Chamber of Commerce requested an agreement with the Coalition, similar to the agreement with the Marine Resources Council, that stated that the Sebastian River Chamber of Commerce building was a designated Indian River Lagoon National Scenic Byway welcome center for Indian River County; Beth Blackford volunteered to revise the Coalition’s Bylaws particularly with regards to the section on elections and Officer’s terms. Ms. Blackford provided more details and asked for assistance in proofing the document; lastly, Mr. Ford informed the Coalition that the organization’s post office box needed to be renewed by the end of the month. Discussion ensued about whether the Coalition needed the post office box. Discussions on the pros and cons of having a post office box that the Coalition was out of brochures. Tim Ford would contact the Brevard Tourist Development Council (TDC) to see if the TDC could fund reprints. If there was funding for reprints, the Coalition discussed the need for updating information in the brochure. A question was asked and discussion took place regarding the revision of the bylaws and the requirement to submit the revised bylaws to the IRS and State.
- B. Vice President – Bob Day – Mr. Day announced the following upcoming events along the byway: Lagoon Fest at the Ted Moorhead Lagoon House on Saturday, March 7th; the Beach N’ Boards Surfing Festival which would be held at Shepard Park in Cocoa Beach on March 12th – 15th and the Easter Surfing Festival which would be held on April 2nd - 5th in Cocoa Beach.
- C. Secretary – position vacant. President Ford noted that a volunteer was needed and there was a need for meetings to be adopted.
- D. Treasurer – Nicole Holbrook reported that a check in the amount of \$61.25 was issued to Tim Ford for reimbursement of the Sun Biz Corporation fees. The bank account had \$553.43. Mrs. Holbrook stated that she would renew the post office box and would be working on the IRS post card report.
6. Old and Unfinished Business
- A. Level 2 Accreditation – Tim Ford said that the first draft of the Board Member Manual was drafted and a second draft would be brought back to the next Sustainability Committee

meeting. The Non-Profit Annual Report had been drafted and may be put on the April Meeting's agenda.

- B. Interagency Agreement between the Marine Resources Council and the Indian River Lagoon National Scenic Byway Coalition – Mr. Ford noted that he had received comments from Marsha Cantrell regarding the agreement. Mr. Ford said he would revise the agreement per Ms. Cantrell's comments and per the comments mentioned earlier in the meeting regarding using the Lagoon House as a mailing address for the Coalition. The agreement would then be brought back for approval at the April meeting.
 - C. Sailforth Video for the Byway – Mr. Ford announced that Sailforth had been filming and would do so until May. Mr. Phil Davis of Sailforth was still looking for people to interview who could tell the story of the Byway. It was suggested that any contacts please be provided to Mr. Davis.
- 7. New Business – none.
 - 8. Adjournment – The meeting adjourned at approximately 11:20 a.m.

Next Meeting is: April 2, 2015, 10:00 am

The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905

Presentation: Update on the Space Coast Tourist Development Council (TDC) by a Space Coast TDC Representative



Indian River Lagoon National Scenic Byway Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905
June 4, 2015; 10:00 am

MEETING NOTES

1. Call to Order 10:00 a.m./Roll Call/Introductions

Board of Directors:

Tim Ford, Resident, President
Robert (Bob) Day, Resident, Vice President
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Community Advocate
Celeste Henry, City of Melbourne Beautification Environmental Advisory Committee

Members and Guests:

Anne Mayer, Marine Resources Council
Bonnie King, Space Coast Office of Tourism
Garry Balogh, FDOT District Five
Mark Herendeen, Melbourne Main Street
Marsha Cantrell
Mary Chapman, Marine Resources Council
Mike Palozzi, CBI
Phil Davis, Sailforth Productions
Stephanie Liskey, Sailforth Productions
Steve Holmes
Ted Moorhead, Marine Resources Council

2. Approval of Minutes – **No April 2015 available for approval.**
3. Presentation – Bonnie King, Space Coast Office of Tourism
4. Sailforth Video Preview: three of the eventual 12 short byway videos being produced by Sailforth were presented. These “draft” videos are already on the IRL YouTube channel. The Board will review the videos and provide comments by July 1.
5. Tim Ford has stepped down as the City of Palm Bay representative. Tim is willing to be President for the next several months. Attendees were reminded that there will not be a July Coalition meeting but the August meeting is still scheduled for 8/6. Beth has communicated with the City of Palm Bay about a replacement, with no word back from the City. Tim mentioned that all of the cities/counties should have at least one person to send to the Coalition meetings as representation. Marsha mentioned that Eric Garvey (Space Coast Office of Tourism) is the contact who should be responsible for identifying a TDC representatives to attend Coalition meetings. Greater Palm Bay Chamber of Commerce was also mentioned as a possible avenue to find representatives. Beth volunteered to contact the Chamber, follow up with the City of Palm Bay, and Vicki Northrup, City of Melbourne. Bob will contact Eric Garvey at the Space Coast Office of

Tourism upon his return from vacation. Students from the Florida Institute of Technology was suggested as a source of potential volunteers

6. Garry Balogh mentioned that this is the second largest Byway. He suggested the Coalition draft a letter to send to local governments and major stakeholders (i.e., Chambers of Commerce) to build a task force and meet (possibly in the Fall). Garry also suggested that Wanda Maloney of Corridor Solutions could be a resource for developing the letter.
7. Committee Reports
 - Sustainability Committee – Last meeting focused on Coalition leadership stabilization
 - Website Committee – Nicole Holbrook – Issue with email has been resolved. Google analytics: 925 sessions, 874 users, 1496 page views, average pages visited 1.62, 93% are new sessions; average time on site is 57 seconds; bounce rate is 71%.
 - On-line store –. Concern was expressed that the web site store has not been finalized. It was suggested that Café Press may be a better alternative. This will be discussed at July sustainability committee meeting. Palozzi to research what is required to establish Café Press as the online store provider
 - Social Media Coordinator – No report
 - FDOT Scenic Byway Coordinator – Garry Balogh mentioned that this would be his last IRLNSB Coalition meeting before his retirement. He informed the Coalition that the FDOT is in the middle of a hiring freeze and will not be replacing his position in the near future. For the time being, the District Scenic Highway Coordinator position will be overseen by consultant support staff to FDOT D5 (CBI, Atkins, Corridor Solutions, and TranSystems). Garry also advised that the Accreditation program is on hold, but that the Accreditation website and resources listed therein remain available for all not-for-profit organizations to utilize as they develop their organizations.
8. Reports of Officers
 - A. President – Tim Ford – No additional report
 - B. Vice President – Bob Day – No additional report
 - C. Secretary –
 - D. Treasurer – Nicole Holbrook – YTD financial statement for June 2015: No donations this year (so far); annual corporate dues and the PO Box and in-kind web maintenance. Variance of \$139.25 from proposed budget. Bank account: \$475.43.
9. Old and Unfinished Business – Mike Palozzi mentioned that the brochure revisions are underway and final edits will be brought to the next Sustainability committee meeting for approval.
10. New Business – No reports.
11. Public comment – No reports.
12. Adjournment at 11:00 a.m.

Next Meeting is: August 6, 2015
Port Canaveral Exploration Tower
670 Dave Nisbet Drive, Port Canaveral, FL 32920
Presentation:

Indian River Lagoon National Scenic Byway
Coalition Meeting Notes
Thursday, August 6, 2015; 10:00 AM
Ted Moorhead Lagoon House
3275 Dixie Highway NE, Palm Bay, FL 32905

Byway Video Presentation

- Sailforth premiered the 25-minute video. Karen Wilharm committed to compiling video comments from the Coalition and Board to discuss at the August sustainability teleconference. Video comments will be sent to Sailforth in early September.
- Sailforth reported that part of the FDOT contract to make the video includes purchasing video displays for the MRC and another location (TDCs, Sebastian Chamber) to run the long video and short video clips to visitors. MRC staff noted that these videos would provide a nice back drop for visitors to the Lagoon House.

Committee Reports

- Tim Ford reported that he will be representing the City of Titusville at Coalition meetings going forward, serving as President. Richard Stillwagon was also in attendance and said that he would attend meetings as an alternate City representative.
- Regarding the Northern Extension through Titusville, the Coalition would like to host a sign unveiling at the Masonic Lodge. Tim Ford mentioned that a strong turn out from the Coalition was needed to make this event successful.
- Regarding the brochure reprints, Nicole Holbrook reported that she had received three boxes of additional brochures from the previous printer. Marsha Cantrell offered to take the brochures to the Brevard TDC. Nicole Holbrook also reported that she received two quotes for the reprints, and Karen Wilharm is coordinating the third quote with a vendor in Brevard County. The brochure is ready to be finalized (“Camera Ready”) and printed once a vendor is selected.
- Nicole Holbrook reported that the web host was being changed and that Todd Flemister of Atkins was assisting her with the migration of content to the new host. The current web host, Arevex, will expire on August 12, 2015.
- Nicole Holbrook and Karen Wilharm reported on the findings of the Café Press account for selling merchandise. Karen Wilharm committed to setting up the PayPal information, received from Nicole Holbrook, in the Café Press account so that individuals can purchase Byway merchandise. A link will be added to the website in the future.
- Regarding bylaws revisions, Beth Blackford reported that she would like to begin recruiting new Board members, but would like to have a clean, amended copy of the bylaws to present to prospective Board members. The Board agreed that if the bylaws are to be changed, they need to be made available to the Board for review in advance of the following month’s Coalition meeting, and must be an agenda item.

Report of Officers

- President – Tim Ford will continue to be President, representing the City of Titusville.
- Vice President – Bob Day was out of town for this meeting.
- Secretary – Position vacant.
- Treasurer – Nicole Holbrook reported that there was \$475.83 in the bank account, with an YTD variance of \$139.25. No donations YTD; in-kind web maintenance from Sebastian Chamber.

Florida Scenic Highways Program Report

Indian River Lagoon National Scenic Byway
Coalition Meeting Notes
Thursday, August 6, 2015; 10:00 AM
Ted Moorhead Lagoon House
3275 Dixie Highway NE, Palm Bay, FL 32905

- Karen Wilharm reported on behalf of Mike Palozzi that the Program Annual Report FY14 would be distributed to the Byways in the coming weeks. The Byways will need to develop their Byway Annual Reports FY15 in March 2016. The Program Manual is being updated with a target completion date in the Fall of 2015. Program promotional materials are available in limited quantities. The Coalition inquired the cost and amount of promotional products that they can purchase/receive.

New Business

- A Coalition member, Mary Chapman, who was not in attendance at this meeting, contacted the Coalition about possibly attending the next several meetings with interest in serving on the Board.
- The Coalition received a form from the Florida Division of Agricultural and Consumer Services (FDACS) for reporting charitable contributions to their organization. Beth Blackford made note of the form number to research the information on freshfromflorida.com.

Adjourn

The next Coalition meeting will be held September 3, 2015 at Fisherman's Landing / Crabby Bill's, 1540 Indian River Drive, Sebastian, FL.

Presentation: City of Sebastian Working Waterfront, Joe Griffin, City Manager; Fellsmere Visitor's Center Update, Mark Mathes.

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905
November 5, 2015

Meeting Notes

1. Call to Order – 10:00 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Robert Day, Resident, Vice President

Nicole Holbrook, Greater Sebastian River Chamber of Commerce, Treasurer

Board Members:

Susan Adams, City of Fellsmere Mayor

Celeste Henry, City of Melbourne Beautification

Members/Guests:

Ann Mayer, Marine Resources Council

Karen Wilharm, Atkins Global

Beth Mitchell, Greater Sebastian River Chamber of Commerce CEO

Mary Chapman, St. Lucie Resident

Kim King-Wrenn, US. Fish & Wildlife

Nancy Peltonen, Greater Palm Bay Chamber of Commerce

Bryan Bobbitt, Keep Brevard Beautiful (KBB)

2. Presentation – Bryan Bobbitt, KBB, spoke about KBB and all of the programs that KBB provides, such as Adopt a Highway, Adopt a Shore, the Great American Clean-up, the St. Johns Clean-up, the Summer Series Clean-ups, Pick it up – Pack it up, etc. Mr. Bobbitt informed the coalition of the tons of trash picked up; the grant programs KBB has available; Pepper tree removal program; and the Pelly – Can Campaign, which is an educational campaign regarding litter and recycling.

3. Recap of the Northern Extension Sign Unveiling Ceremony - Tim Ford provided an update on the Northern Extension Scenic Byway Sign Unveiling Ceremony that was held on Thursday, October 29, 2015, at 5:30 p.m., in front of the Indian River Masonic Lodge, 19 N. Washington Avenue, Titusville, FL 32796. The Titusville Mayor, City Manager, City Staff, Coalition Members and Florida Department of Transportation reps were in attendance. A picture of the event was handed out at the meeting.

4. Finalize Byway Video – Tim Ford and Karen Wilharm stated that the 25 minute video has been completed. Sailforth Productions was working on one of the short videos. The video was posted by the Florida Scenic Highway organization on Facebook. Sailforth is working with the MRC to display the video at the Ted Moorhead Lagoon House. The video and short videos will be downloaded to the website and to the Coalition's Facebook page.

5. Sustainability of the Coalition – Tim Ford reminded attendees to invite people that they think would have an interest in getting involved with the Coalition promoting the IRLNSB corridor.

The Secretary Board Member vacancy was announced. Mr. Ford stated that he hoped that the position would be filled in the upcoming elections.

6. Committee Reports -

- a. Bylaw Revisions – The committee of Mary Chapman, Bob Day and Beth Mitchell met prior to the Coalition meeting. The committee has agreed upon revisions to the bylaws to clarify general membership versus Board Members and some other minor changes. Mary Chapman will try to get the proposed bylaw changes including the previous format changes in time for the December meeting.
- b. Website Committee – Nicole Capp-Holbrook said that Sailforth has taken over the in-kind website maintenance. The updated marketing documents (brochure & business partner package) will be uploaded along with the new video. Regarding the new store page, at least one item has been sold. It takes about 60 days to receive the funds from the sale.

7. Report of Officers

- a. President – Tim Ford updated the attendees on the printing of the revised Byway brochures. Mr. Ford mentioned that Nicole Holbrook and Karen Wilharm caught some over sights regarding the brochure cover not being the latest and the need to add Volusia County to the title. Nicole also mentioned that the fold out map has been moved from the rear of the brochure to the center of the brochure. 20,000 copies of the brochure will be printed. Mr. Ford stated that he would like to bring the idea of changing the meetings from monthly to every other month as an agenda item to the next meeting. Tim informed the Coalition that it was brought to the Coalitions attention that the town of Indian River Shores had requested the extension of the Byway south of the Wabasso Bridge back in 2006 however no one seems to recall the issue ever coming before the Board. Mike Palozzi, consultant for FDOT, has been asked to look into the matter. Lastly Mr. Ford asked attendees to send him any information on special events happening in the Corridor so he could post the information on the Byway’s Facebook page.
- b. Vice President – Bob Day announced a series of events happening in Cocoa Beach including the Cocoa Beach Art Festival. Mr. Day would email the information to Mr. Ford.
- c. Treasurer – Nicole Happ-Holbrook said that there was no change in the Coalition’s bank account. The total amount in the account was \$475.47. Anne Mayer asked if the Coalition had received her donation. Mr. Ford asked that the Coalition’s post office box be checked to see if Ms. Mayer’s donation was sitting in the box. Ms. Mayer said she would check her account to see if the check had cleared.

8. Florida Scenic Highways Program Update – Karen Wilharm stated that the FDOT Scenic Byway Annual Reports will be requested in early 2016, around February. Ms. Wilharm added that a mini-sign plan was being done after the Coalition was contacted about the lack of scenic highway signs in the Grant area.

9. New Business - Mary Chapman informed the members that Mr. Steve Chalmers, of the MRC, was working on a promotional piece called a “String of Pearls” that would encourage people to visit sites along the Byway. Mary was asked if she could get Mr. Chalmers to make presentation at the December meeting about his proposal.

There was no Public Comment.

The meeting adjourned at 10:55 a.m.

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905
December 3, 2015

Meeting Notes

1. Call to Order – 10:00 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Robert Day, Resident, Vice President

Nicole Holbrook, Greater Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Palm Bay Resident

Celeste Henry, City of Melbourne Beautification

Members/Guests:

Ann Mayer, Marine Resources Council (MRC)

Michael Palozzi, CBI

Mary Chapman, St. Lucie Resident

Marsha Cantrell, Rockledge Resident

Steve Chalmers, MRC (Speaker)

2. Presentation – Steve Chalmers, MRC Board Member, gave a presentation on an idea he had to bring attention to the Lagoon watershed. Mr. Chalmers wants to raise awareness of the Lagoon watershed and how the watershed has expanded along with development over time. Mr. Chalmers idea is to create a Passport Program that highlights destinations that he termed a “String of Pearls” found around the Lagoon. The Passport would be similar to a regular passport and it would highlight a number of destinations that agreed to be part of the program, provide a map showing the destinations and a place where the destination can be stamped like a passport after a question about the destination has been answered. Websites of organizations that supported the program would have their websites printed in the passport. Rewards could be given to visitors that accumulate certain numbers of stamped destinations. A Lifetime Citizen of the Lagoon would be granted to someone who has visited all of the destinations in the passport. Discussion with questions and answers ensued. The consensus of the audience was that it was a great idea. Mr. Chalmers was looking for possibly a consortium of three (3) organizations to be involved with the program of which the Indian River Lagoon National Scenic Byway could be one of the organizations.
3. January Board Elections and Appointment of Officers – Tim Ford announced that there are four (4) Board Member seats up for election in January, 2016. The seats were Celeste Henry’s, and three (vacant) seats. The vacant seats had the following terms: one (1) was 2016; one (1) was 2017; and one (1) was 2018. Mr. Ford stated that Celeste Henry had agreed to re-up for another term and that he had verbal commitments from Mary Chapman, Marsha Cantrell and Anne Mayer for the other three (3) seats. Mr. Ford mentioned that once the Board Members were elected, Officers of the Board would be chosen from the Board Members per the Bylaws.

4. Mini-Signing Plan Update – Michael Palozzi gave an update on the status of the mini-signing plan. A complaint had been received regarding the scarcity of Scenic Byway designation signs in the Grant area on US-1. The Florida Department of Transportation (FDOT) Operations Divisions in FDOT Districts 4 (Indian River) & 5 (Brevard) were tasked with surveying US-1 from Cocoa to Wabasso to determine where signs are missing and or can be installed. The task request is going through the FDOT approval process and should begin in the near future.
5. Brochure Print Update – Mr. Ford stated that 38 boxes of brochures were delivered to the Spacecoast Tourist Development Office (TDC). The TDC said they did not have space to store the boxes and wanted the Coalition to pick up the boxes. The TDC stated that they would keep four (4) boxes and Tim said he would pick up four (4) boxes for distribution in North Brevard. There was a need for someone with a pick-up truck to pick up the boxes. Both Beth Blackford and Bob Day volunteered to pick up the boxes of brochures. Since Bob lived in the Cocoa area, he would pick up the boxes and deliver them to the Lagoon House and to the Greater Sebastian Chamber of Commerce. Nicole Holbrook and Marsha Cantrell stated that the TDC needed to keep more than four (4) boxes, as Visit Florida needed minimum of 5,000 brochures for the Florida Welcome Centers. Tim Ford was to meet with the TDC to make sure that kept enough brochures for their needs and then was to report to Bob Day as to the total number of boxes Bob was to pick-up.
6. Sustainability of the Coalition -
 - a. Mr. Ford brought up a proposal for the Coalition meetings to take place every other month starting in January and that the meetings be held principally at the Ted Moorhead Lagoon House with occasionally be held elsewhere for special occasions. The idea had been presented to Mr. Ford that by keeping the meetings centrally located and by meeting less that it made it easier for members to attend the meetings. Sustainability teleconference meetings would still be held monthly. A motion was made by Bob Day to hold Coalition meetings every odd month at the Lagoon House except for special occasions where the meeting could be moved to another location. Mary Chapman seconded the motion. The motion was unanimously approved.
7. Committee Reports -
 - a. Bylaw Revisions – A copy of the draft bylaw revisions had been sent to Coalition members ten (10) days prior the meeting so that the Coalition could vote on the revisions if the Coalition was okay with them. Mary Chapman provided an overview of the revisions, particularly the section dealing with who is a member and who is a Board Member and how elections should be held. After some questions and discussion, a motion was made by Bob Day to conceptually adopt the revisions to the bylaws with a clean final copy of the bylaws to be brought before the Board at the January meeting. The motion was seconded by Celeste Henry. The motion was unanimously approved.
 - b. Website Committee – Nicole Capp-Holbrook said there are some issues with some links on the website where some new documents such as the Business Partner Package cannot be linked. Nicole will get with Sailforth to see if it can be corrected and to upload the new brochure and the new video to the webpage. As Mrs. Capp-Holbrook had just got back from a conference the previous evening, there were no webpage metrics to report.
8. Report of Officers
 - a. President – Mr. Ford informed the members that the post office box was going to run out and that since the post office box has been used so infrequently and due to the cost that he recommended not renewing the box. It was noted that Coalition had put the Sebastian

Chamber of Commerce's address on the new brochure in preparation of not renewing the post office box. The consensus was to not renew the box.

Tim mentioned that he had a telephone interview scheduled for 1:30 pm that day with a travel writer who was contracted by Visit Florida to do stories about the Scenic Byways in the state. The writer was also going to interview Beth Mitchell of the Greater Sebastian Chamber of Commerce.

- b. Vice President – Bob Day announced a series of events happening in along the byway such as the holiday/Christmas parades, boat parades, the Surfing Santa's in Cocoa Beach and a Stand Up Paddle Board parade, and the Space Coast Birding Festival in Titusville in January.
 - c. Treasurer – Nicole Happ-Holbrook said that there was no change in the Coalition's bank account. The total amount in the account was \$475.47.
9. Florida Scenic Highways Program Update – Tim Ford informed the Coalition that the annual report to the FDOT is due February 1st. Tim stated that with all that has happened this year that the Coalition has completed three (3) projects (the northern loop extension, printing of updated brochures & the completion of the byway video) and have two (2) projects under-construction (Fellsmere Visitor Center and the Greater Sebastian River Chamber of Commerce Welcome Center addition). Nicole Capp-Holbrook added the creation of the on-line store was another project completed this year.
10. New Business - Tim Ford forgot to add under the President's Report that he was meeting with a potential donor in the late afternoon that he had a luncheon meeting with back in May with Beth Blackford and Vicky Dorman. Tim was now following back up with the potentially donor since due to his change of jobs and his recommitment as to the Coalition.

There was no Public Comment.

The meeting adjourned at 11:11 a.m.