



## **Community Participation Plan**

# **Indian River Lagoon National Scenic Byway**

Revised January 2015

# Indian River Lagoon National Scenic Byway Community Participation Plan Table of Contents

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## COMMUNITY PARTICIPATION PLAN

### INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY

A community participation plan (CPP) is an important tool that helps ensure that the Coalition is regularly updating Byway stakeholders about programs, projects and accomplishments. Byway stakeholders include residents, business owners, local government officials and agencies, tourism agencies and other advocacy groups. It is only through community education and interaction that consensus can be built to ensure the long-term success of this Byway.

## I. Project Overview

### A. Project Description

The Indian River Lagoon National Scenic Byway (IRLNSB) is a 233 mile corridor along the east coast of Florida (Figure 1). The highway passes through Brevard and Indian River Counties along with the cities of Titusville, Cape Canaveral, Cocoa Beach, Satellite Beach, Merritt Island, Mims, Scottsmeer, Melbourne, Palm Bay, Melbourne Beach, Indialantic, Rockledge, Palm Shores, Grant-Valkaria, Indian Harbour Beach, Malabar, Sebastian, Fellsmere and Wabasso. The following highways are included:

US 1 (SR 5)

SR A1A from CR 510 in Indian River County to the northern reaches of the Lagoon in Volusia County

Pineapple Avenue in Brevard County

CR 512 and CR 507 as part of the Fellsmere Loop in Indian River County

East/West Causeways in Brevard and Indian River Counties

Kennedy Parkway north to Courtenay Parkway along the Canaveral National Seashore

A group of 36 community advocates representing Brevard County, Indian River County, 8 municipalities, the St. Johns River Water Management District (SJRWMD), the Florida Inland Navigation District and a number of community organizations first met in April 1999 to discuss the importance and beauty of the Indian River Lagoon. After being introduced to the Federal Scenic Byways Program and the Florida Scenic Highways Program by the Florida Department of Transportation (FDOT) the group unanimously voted to organize a Corridor Advocacy Group (CAG) and seek designation as a Florida Scenic Highway. The newly organized CAG voted to adopt the preliminary name of the corridor as the Indian River Lagoon Scenic Highway (IRLSH).

The CAG also decided to ask for sponsorship by the Marine Resources Council (MRC), a regional 501(c)(3) community organization with a mission and vision for the region's intrinsic resource which was compatible with that of this fledgling group. The MRC subsequently voted to approve the sponsorship. With this vote, the IRLSH CAG began operation as a special committee of the MRC.

At a meeting in June 1999, the CAG voted to define the preliminary limits of the corridor as a route beginning at Canaveral National Seashore to the north and ending at the Wabasso Causeway (CR 510) to the south. The majority of the route follows US Highway 1 on the mainland, and SR A1A on the barrier island encompassing the heart of the Indian River Lagoon. The route was later amended to include Kennedy Space Center and thus all of the rich history of America's space program.

The corridor was designated as a Florida Scenic Highway by FDOT in June 2000. Soon after, the Coalition sought and received designation as a National Scenic Byway (2001).

In 2008, the Coalition was approached by citizens from the City of Fellsmere and the Pineapple Avenue community in Melbourne. Each group expressed interest in having their communities added to the corridor. After approval by the Coalition, corridor extension documents were developed and the Scenic



Highway Advisory Committee (SHAC) approved these two corridor extensions in July 2009. Approval of these extensions added an additional 30 miles to the corridor. The corridor is currently named the Indian River Lagoon National Scenic Byway (IRLNSB).

## II. Public Outreach

Implementation of the CPP is important for several reasons. First, it builds support for the Byway and the Coalition. Individuals who live and work on a scenic highway may be unaware of the Byway designation or the existence of the Coalition. This CPP is a systematic way to educate the community about the benefits of the designation and the mission of the Coalition.

Second, implementation of the CPP is one of the best ways to recruit new Coalition members and volunteers. Involvement of the Coalition in the community will help identify individuals and groups who support the Coalition's mission and are willing to help. Others may be willing to help by becoming a volunteer or board member, or by making a contribution. Making connections with other advocacy groups also develops opportunities for partnerships.

Third, a consistently implemented CPP will build trust for the Coalition in the community. If there is a clear understanding of the Coalition's mission in the community, there is less likely to be opposition to Coalition projects and programs.

Finally, a well thought-out and strategic CPP is consistent with the Coalition's Goals and Objectives.

The CPP includes a series of tools that can be used to encourage new individuals to become involved in the Coalition. When implemented consistently and with proper follow-up, the CPP helps identify supporters in the community who may eventually become volunteers or donors.

The first step in implementing a successful CPP is to identify the target community that might be interested in the Coalition's efforts. The Coalition currently maintains a mailing list (Attachment A) of all stakeholders who have expressed interest in the long-term success of the corridor. Those on the list receive meeting announcements, meeting minutes and special notifications as appropriate.

The Coalition is also working to expand this stakeholder list to include others that might be unaware of the Coalition and this scenic highway designation. This expanded database represents future growth for the Coalition. A preliminary list of potential stakeholders is included in Attachment B. This is consistent with the Coalition's Goals (Goal 6) which identifies the need to increase the community's understanding of the Coalition mission.

## III. Public Outreach Tools

The Coalition has identified the following public outreach tools to be used as needed to keep the community informed. The appropriate outreach tool used is based on the particular need.

### A. Coalition Meetings

Currently, Coalition meetings are held on the first Thursday of each month, typically at the Lagoon House (3275 Dixie Highway, NE, Palm Bay). This facility meets Americans with Disabilities Act (ADA) requirements. These meetings are open to the public and publically noticed. All interested parties with their name on the current mailing list (Attachment A) receive an invitation. All meetings have an agenda, and meeting minutes are prepared and maintained. Minutes and an upcoming



meeting agenda will be made available for review on the Coalition's website in the near future. A sample of a typical meeting agenda can be found in Attachment C. These meetings currently serve two purposes: (1) discussion of Board issues including process, financial/budget, grants, committee reports and status of the action plan; and, (2) update the community on the proceedings of the Coalition, discuss timely topics, volunteer activities, guest speakers and to receive comment from the community. A yearly events calendar has been developed in part to list all meetings and other ongoing activities targeted by the Coalition. This calendar is included in Attachment D.

## **B. Committee Meetings**

The Coalition Board has established three working committees: sustainability, public relations and website. These committees meet on a regular basis and are tasked with addressing key Coalition issues. These meetings are noticed and open to the public.

## **C. Public Meetings**

Public meetings are scheduled, as necessary, to present and implement the goals of the group, inform the public of project status, and receive public input to obtain community consensus and support. For significant issues, informational public meetings may be considered to collect additional input. These meetings are separate from regularly scheduled Coalition meetings. Public meetings require significant planning and preparation. The following list of items should be considered.

### **1. Date, Time and Location**

Public meetings should be scheduled based on the audience to be attracted. Daytime meetings work well when focusing on the business community and evening meetings are usually preferred for residential areas. Evening meetings should be held on Monday through Thursday to facilitate maximum opportunity for the public to participate. An attempt should be made to ensure that the meeting is held during a time of year when seasonal residents are most likely to be in the area.

The meeting facility location should be based on anticipated attendance, proximity to the corridor, community involvement, safety (such as adequate parking lot lighting), availability and easy accessibility. The meeting should also be held at a site that is ADA compliant and provide "reasonable accommodation" and access for physically handicapped and disabled persons wishing to attend and participate. The meeting room should have ample open space to accommodate workstations, display boards, mingling, and some seating. A sound system should be available to ensure all attendees are able to clearly hear and understand the speaking portions of the meeting as well as any presentation. Outdoor signage should be provided to direct attendees to the meeting location.

### **2. Meeting Format**

The format for a public meeting should be one that facilitates good interaction and communication with the attendees. A brief Power Point presentation may be developed; display boards and project documents regarding the Florida Scenic Highways Program process and status of the IRLNSB should be made available for review and discussion. Handouts should be provided outlining the meeting purpose and agenda as well as corridor specific information. Corridor brochures will be a valuable informational tool.

### **3. Visualization Techniques**

Examples of visualization techniques include sketches, drawings, artist renderings, physical models and maps, simulated photos, videos, computer modelled manipulation and computer simulation. Visualization techniques can be developed to meet the public meeting need and information being presented.

#### **4. Survey/Comment Forms**

One way to monitor public support is to conduct an opinion survey for local residents and visitors. Questions may be asked such as: “What is your impression of the corridor?” or “Do you feel the corridor’s resources warrant recognition and protection?” Survey questionnaires may be developed and made available at the public meeting with additional space for personal comments. Survey questionnaires may also be mailed out with the invitational letters/newsletters. Always have a sign-in sheet for attendees. All participants should be added to the stakeholder database.

#### **5. Follow-up**

At the conclusion of the public meeting, meeting minutes should be prepared to document and summarize the community’s participation. The minutes should contain an account of the overall activities and techniques utilized to involve the local communities. Results of the public meeting should then be made available for public review (potentially on the Byway’s Website).

### **D. Information Exchange**

The Coalition is currently updating its corridor informational brochure. The original version has been used for several years providing visitors with an understanding of the Byway resources. The updated brochure will be available for distribution in the summer of 2011.

Additionally, the Coalition is discussing the development of other Byway informational materials. The Sustainability committee is considering a number of options including; newsletters, issue-specific brochures, fact sheets, and methods for involving the news media. The distribution list for these materials is typically based on the stakeholder distribution list and the identification of other issue-specific interested parties. An example fact sheet is included in Attachment E.

### **E. Speakers Bureau**

Board members are available to provide information to outside meetings and community gatherings. Arrangements and approval for the speaking engagements are coordinated and approved beforehand through the Coalition President. These gatherings are intended to be used to educate the community on the Coalition’s mission and recruit membership. Informational materials and sign-up sheets should be part of every presentation.

### **F. Website (<http://www.indianriverlagoonbyway.com>)**

The Coalition recently went live with their corridor Website. Future additions to the site will include meeting announcements, meeting agendas, meeting minutes, corridor video, photos of events along the corridor, a downloadable resources itinerary, and interactive corridor map. The site is tied into the state-wide scenic highway and America’s Byways websites to provide far-reaching connections for the corridor.

Additionally, the Coalition maintains a social-networking site on Facebook. The web address and Facebook logo are included on all corridor materials.

### **G. Participation/Sponsorships of Community Events**

The Coalition has recently developed an annual calendar designed in part to track upcoming community events that the Coalition is involved with (Attachment D). Additionally, the Coalition has developed a tracking tool that identifies events, volunteers, venues, times and other details (Attachment F). These community involvement tools will help the Coalition schedule/track events, volunteer time, and plan for event participation.

## H. Newspaper/Press Coverage

Because of its regional nature and size, the IRLNSB has had some exposure to the media. The Coalition's goals outline the importance of media involvement (Goal 6). Contact information for selected local news media is listed below:

Florida Today  
P.O. Box 419000  
Melbourne, Florida 32941  
(321) 242-3620  
[www.floridatoday.com](http://www.floridatoday.com)

Hometown News  
1102 South U.S. 1  
Ft. Pierce, Florida 34950  
(321) 242-1013  
[www.myhometownnews.net](http://www.myhometownnews.net)

Orlando Sentinel  
633 North Orange Avenue  
Orlando, Florida 32801  
(407) 420-5411  
[www.orlandosentinel.com](http://www.orlandosentinel.com)

Senior Life  
7331 Office Park Place  
Melbourne, Florida 32940  
(321) 757-9205  
<http://www.manta.com/c/mmc1wbb/senior-life>

Sebastian Sun  
1939 South Federal Highway  
Stuart, Florida 34994  
(772) 461-2050  
<http://www.tcpalm.com/news/news/local/sebastian-sun/>

## I. Public Announcements/Press Releases

Press releases are an effective tool for getting immediate information out to the public on targeted and specific issues. Prior to public events, a press release may be prepared and submitted to local radio and television stations a minimum of one (1) week before each public event. Potential radio and television contacts are listed below:

WFIT – 89.5  
Florida Tech College Radio  
150 W. University Boulevard  
Melbourne, Florida 32901  
(321) 674-8080

WAOA – 107.1  
12 Seaview Drive  
Melbourne, Florida 32176  
(321) 984-1000

WFTV Channel 9  
490 East South Street  
Orlando, Florida 32801  
(407) 841-9000

WESH Channel 2  
1021 North Wymore Road  
Winter Park, Florida 32789  
(407) 645-2222

WLRQ – 99.3  
Lite Rock  
Cocoa, Florida  
(321) 733-1000

WCEE 93.1 FM  
Melbourne, Florida

WKMG-TV Local 6  
4466 North John Young Parkway  
Orlando, Florida 32804  
(407) 521-1323

WOFL Fox 35  
35 Skyline Drive  
Lake Mary, Florida 32746  
(407) 644-3535



## J. Newsletters/Fact Sheets

Newsletters and fact sheets are good ways to broadcast information regarding Coalition activities. The Sustainability committee is tasked with the development of corridor materials (Goal 6). The Coalition has developed a fact sheet for distribution (Attachment E). This will be a valuable tool for distribution to potential members, elected officials and the news media.

## IV. Guiding Principals

**Florida's Sunshine Law:** All public participation activities and events will follow Florida's Sunshine Law (Section 286.011, Florida Statutes). This law requires that meetings must be open to the public, reasonable advance notice of the meetings must be given, and that meetings and/or other public involvement activities will be documented.

**Plain Language:** All forms of notification to the public should comply with the Governor Crist's Plain Language Initiative (Executive Order 07-01). The Executive Order requires clear language containing only necessary information presented in a logical sequence. The reader should be able to understand what the purpose and need of the project is. It also calls for short sentences written in the active voice which makes it clear as to who is responsible for what.

**Americans with Disabilities Act (ADA) Compliance:** The passage of the Americans with Disabilities Act of 1990 requires that all facilities and programs provide for accessibility to persons with disabilities. The ADA stipulates that any place of business, regardless of size or number of employees, both public and private, must provide equal access and "reasonable accommodations" for both the general and disabled public.

**Florida Scenic Highways Program (FSHP):** Follow all FSHP and other applicable FDOT Manual instructions for advertising and conducting public meetings.

## V. Documentation

To maintain a historical perspective on all Coalition efforts it is imperative that the Board document all CPP activities. This can be accomplished through the retention of meeting agendas, minutes, contact logs, volunteer hours, and correspondence (including emails). Additionally, photos become a permanent record of Coalition events. It is the Secretary's responsibility to maintain and ensure that these documents are organized and accessible. A list of CPP accomplishments to date is included in Attachment G and will be continually maintained and updated.

## VI. Project Contact Information

For additional information regarding this project contact the following support staff:

Tim Ford  
City of Palm Bay  
Bayfront CRA  
3790 Dixie Highway NE, Suite B  
Palm Bay, FL 32905  
(321) 409-7187  
[tim.ford@palmbayflorida.org](mailto:tim.ford@palmbayflorida.org)

Garry Balogh, FDOT District 5  
Scenic Highways Coordinator  
719 South Woodland Boulevard  
DeLand, Florida 32720  
(386) 943-5393 Tel.  
[garry.balogh@dot.state.fl.us](mailto:garry.balogh@dot.state.fl.us)

**ATTACHMENT A**  
**CURRENT LIST OF STAKEHOLDERS**

## Indian River Lagoon National Scenic Byway Coalition

Last Name	First Name	E-mail Address	Organization Representing	Organization Type	Employer	Job Title	Address	City	State	Zip	Phone	Mobile	Fax
Adams	Susan	<a href="mailto:susanadams@cityoffellsmere.org">susanadams@cityoffellsmere.org</a>	The City of Fellsmere	City/County/State/Fed Agency		Councilwoman	21 S. Cypress Street	Fellsmere	FL	32948	772-571-1616		772-571-1901
Balogh	Garry	<a href="mailto:garry.balogh@dot.state.fl.us">garry.balogh@dot.state.fl.us</a>	FDOT District 5	FDOT	FDOT	District Scenic Byways Coordinator	719 S. Woodland Blvd. MS 501	Deland	FL	32720	386-943-5393	386-405-2250	386-736-5456
Barker	Courtney	<a href="mailto:courtney.barker@titusville.com">courtney.barker@titusville.com</a>											
Berrios	Mariano	<a href="mailto:mariano.berrios@dot.state.fl.us">mariano.berrios@dot.state.fl.us</a>	Florida Department of Transportation	FDOT									
Brech	Alan	<a href="mailto:aebrech@aol.com">aebrech@aol.com</a>	Historical Commission	City/County/State/Fed Agency		Historical Commissioner	801 Dixon Blvd #1110	Cocoa	FL	32922	321-433-4415		
Bolt	Becky	<a href="mailto:rebeccabolt-1@ksc.nasa.gov">rebeccabolt-1@ksc.nasa.gov</a>	NASA/KSC	City/County/State/Fed Agency									
Booth	Kristee	<a href="mailto:Kristee.Booth@dot.state.fl.us">Kristee.Booth@dot.state.fl.us</a>	FDOT	Advisor/Consultant									
Bowman	Mary Ann	<a href="mailto:mabowman@melbourneflorida.org">mabowman@melbourneflorida.org</a>	City of Melbourne	Leisure Services Director									
Caicedo	Beatriz	<a href="mailto:beatriz.caicedo@dot.state.fl.us">beatriz.caicedo@dot.state.fl.us</a>	FDOT District 4	FDOT									
Cantrell	Marsha	<a href="mailto:marsha.cantrell@brevardparks.com">marsha.cantrell@brevardparks.com</a>	Brevard County Parks & Recreation Dept. & Brevard County Board of County Commissioners	City/County/State/Fed Agency	Brevard County Board of Co. Commissioners	Parks Support Services Manager	2725 Judge Fran Jamieson Way, Building B, Suite 203	Viera	FL	32940	321-633-2046	321-302-1606	321-633-2198
Capp Holbrook	Nicole	<a href="mailto:info@sebastianchamber.com">info@sebastianchamber.com</a>	Sebastian River Area Chamber of Commerce	Chamber of Commerce	Sebastian River Area Chamber of Commerce	Tourism Coordinator	700 Main Street	Sebastian	FL	32958	772-589-5969		772-589-5993
Chalmers	Stephen	<a href="mailto:schalmers@cfl.rr.com">schalmers@cfl.rr.com</a>	Citizen-MRC Board Member		Ret. Boeing		2160 Windbrook Dr., SE	Palm Bay	FL	32909	321-724-6606	321-795-9008	321-724-6606
Chinault	Christopher	<a href="mailto:cchinault@indialantic.com">cchinault@indialantic.com</a>	Town of Indialantic	City/County/State/Fed Agency									
Dattilo-Bain	Keitha	<a href="mailto:Keitha.Dattilo-Bain@patrick.af.mil">Keitha.Dattilo-Bain@patrick.af.mil</a>		Military									
Davis	JoAnn	<a href="mailto:jo.d@mavi.com">jo.d@mavi.com</a>	IM Solutions/Melbourne Main Street		IM Solutions		2801 S. Harbor City Blvd.	Melbourne	FL	32901	321-722-3522	321-626-5929	321-722-5822
Day	Bob	<a href="mailto:rday@sjrwmd.com">rday@sjrwmd.com</a>	SJRWMD/IRL Program	City/County/State/Fed Agency									
Dotson	Gary	<a href="mailto:castawaypoint@att.net">castawaypoint@att.net</a>	Castaways Diver	Business/Corporation									
Duncan	Mary	<a href="mailto:mary_duncan@fws.gov">mary_duncan@fws.gov</a>	Pelican Islad NWR	City/County/State/Fed Agency			1339 20th Street	Vero Beach	FL			636-212-1087	
Engerran	Kathy	<a href="mailto:kathy.engerran@artsbrevard.org">kathy.engerran@artsbrevard.org</a>	Brevard Cultural Alliance			Interim Executive Director	2725 Judge Fran Jamieson Way C-307	Viera	FL	32940	321-690-6817		321-690-6818
Filiberto	Chris	<a href="mailto:ladyret1@aol.com">ladyret1@aol.com</a>					2330 Rocky Point Road	Malabar	FL	32950	321-508-1116		
Fink	Robert	<a href="mailto:robert.finck@atkinsglobal.com">robert.finck@atkinsglobal.com</a>	Atkins North America, Inc.			Senior Planner	4030 West Boy Scout Blvd #700	Tampa	FL	33607	813-281-8313	941-447-9271	813-282-8155
Fischer	Christy	<a href="mailto:cfischer@westmelbourne.org">cfischer@westmelbourne.org</a>	City of West Melbourne	City/County/State/Fed Agency		Planning Director	2240 Minton Road	W Melb.	FL		321-837-7778		321-768-2390
Ford	Timothy	<a href="mailto:fordt@palmabayflorida.org">fordt@palmabayflorida.org</a>	City of Palm Bay Bayfront Community Redevelopment Agency	City/County/State/Fed Agency	City of Palm Bay	BCRA Administrator	3790 Dixie Highway, NE, Suite B	Palm Bay	FL	32905	321-409-7187	321-508-4508	321-722-2552
Gaines	Sue	<a href="mailto:sue.gaines-1@ksc.nasa.gov">sue.gaines-1@ksc.nasa.gov</a>	NASA/KSC	City/County/State/Fed Agency									
Gray	James	<a href="mailto:jgray@ircgov.com">jgray@ircgov.com</a>		City/County/State/Fed Agency									
Grohall	Rebecca	<a href="mailto:rgrohall@cityofsebastian.org">rgrohall@cityofsebastian.org</a>	City of Sebastian	City/County/State/Fed Agency	City of Sebastian	Growth Management Director	1225 Main Street	Sebastian	FL	32958	772-589-5518		772-388-8248
Hamilton	Layne	<a href="mailto:layne_hamilton@fws.gov">layne_hamilton@fws.gov</a>	US Fish & Wildlife Service (MI Wildlife Refuge)	City/County/State/Fed Agency	US Fish & Wildlife Service						321-861-2278		
Hann	Sue	<a href="mailto:hanns@pbfl.org">hanns@pbfl.org</a>	City of Palm Bay	City/County/State/Fed Agency	City of Palm Bay	Deputy City Manager	120 Malabar Road SE	Palm Bay	FL	32940	321-952-3411		321-952-3412
Henry	Celeste	<a href="mailto:rhenry8@cfl.rr.com">rhenry8@cfl.rr.com</a>	Pineapple Ave. Extension	Business/Corporation	The Old Pineapple Inn	Owner	1736 Pineapple Avenue	Melbourne	FL	32935	321-254-1347	321-432-2208	
Herendeen	Lisa	<a href="mailto:lherendeen@cfl.rr.com">lherendeen@cfl.rr.com</a>	Melbourne Main Street Design Committee & Self		Coville Getz & Co.	Realtor	1309 S. Babcock Street #156	Melbourne	FL	32901		321-863-4424	866-504-9071
Herren	Laura	<a href="mailto:laura.herren@dep.state.fl.us">laura.herren@dep.state.fl.us</a>	IRL Aquatic Preserve	City/County/State/Fed Agency	DEP						772-429-2995	772-528-0387	
Hess	Terry	<a href="mailto:thess@tcrcpc.org">thess@tcrcpc.org</a>	Treasure Coast Regional Planning Council	Regional Planning Agency									
Holt	Leigh	<a href="mailto:leigh.holt@brevardcounty.us">leigh.holt@brevardcounty.us</a>	Brevard TPO				2725 Judge Fran Jamieson Way B-105	Viera	FL	32940			
Howard	Joe	<a href="mailto:howard.tom48@yahoo.com">howard.tom48@yahoo.com</a>				Radio Announcer for Windover Farms					321-259-4086		
Hunt	Darlene	<a href="mailto:dhunt125@aol.com">dhunt125@aol.com</a>	North Merritt Island Homeowners Association	Property Owner/Resident or Association									
Hunt	Susan	<a href="mailto:tourism@indianriverchamber.com">tourism@indianriverchamber.com</a>	Indian River County Chamber of Commerce	Chamber of Commerce	Indian River County Chamber of Commerce	Tourism Director	P.O. Box 2947	Vero Beach	FL	32961	772-567-3491 x118		772-778-3181

## Indian River Lagoon National Scenic Byway Coalition

Kasweck	Ken	<a href="mailto:kikmcl@earthlink.net">kikmcl@earthlink.net</a>																	
Kelly	Mary Jane	<a href="mailto:mikelly@cultural-council.org">mikelly@cultural-council.org</a>		Arts Council															
Kerr	Bill	<a href="mailto:BKI@cflrr.com">BKI@cflrr.com</a>																	
Kidd	Frances	<a href="mailto:franceskidd@aol.com">franceskidd@aol.com</a>	Corridor Solutions																
Koromilas	Anthony	<a href="mailto:akoromilas@aol.com">akoromilas@aol.com</a>	Titusville Environmental Commission	Environmental Group	Retired	Environmental Systems Mgt. Consultant	3640 Alan Drive	Titusville	FL	32780									
Lamb	Vince	<a href="mailto:vince@vincelamb.com">vince@vincelamb.com</a>	The Florida Native Plant Society																
Lawandales	Rochelle	<a href="mailto:rwlawandales@lpaplans.com">rwlawandales@lpaplans.com</a>	Lawandales Planning Associates	Business/Corporation															
Leslie	Frank	<a href="mailto:fleslie@fit.edu">fleslie@fit.edu</a>	Sierra Club, Trail Partners	Environmental Group															
Maloney	Wanda	<a href="mailto:wmaloney@corridorsolutions.net">wmaloney@corridorsolutions.net</a>	Corridor Solutions	Advisor/Consultant															
Manley	Dan	<a href="mailto:dmanley@glatting.com">dmanley@glatting.com</a>	Glatting Jackson	Consultant															
Mathes	Mark	<a href="mailto:cdd@cityoffellsmere.org">cdd@cityoffellsmere.org</a>	City of Fellsmere	City/County/State/Fed Agency															772-646-631
McMillen	Beth	<a href="mailto:council@mrcirf.org">council@mrcirf.org</a>	Marine Resources Council																321-725-7775
Minner	Al	<a href="mailto:aminner@cityofsebastian.org">aminner@cityofsebastian.org</a>	City of Sebastian	City/County/State/Fed Agency															
Mitchell	Beth	<a href="mailto:bmitchell@sebastianchamber.com">bmitchell@sebastianchamber.com</a>	Sebastian River Area Chamber of Commerce	Chamber of Commerce															
Mitchell	Nanci	<a href="mailto:nanci.mitchell@brevardparks.com">nanci.mitchell@brevardparks.com</a>	Brevard County Parks & Recreation	City/County/State/Fed Agency			2725 Judge Fran Jamieson Way B-203	Viera	FL	32940									321-633-2046
Montanaro	Barbara	<a href="mailto:bmontanaro@satellitebeach.org">bmontanaro@satellitebeach.org</a>																	
Moore	Betty	<a href="mailto:moore2552@wmconnect.com">moore2552@wmconnect.com</a>	Eau Gallie District Director				2552 Pineapple Ave.	Melbourne	FL	32935									321-205-3389
Moore	Britta	<a href="mailto:bmoore@cityofcocoa.com">bmoore@cityofcocoa.com</a>	City of Cocoa Beach	City/County/State/Fed Agency	City of Cocoa Beach	Asst. to City Manager													321-868-3201
Northrup	Victoria	<a href="mailto:VNorthrup@GreaterPalmBayChamber.com">VNorthrup@GreaterPalmBayChamber.com</a>	The Greater Palm Bay Chamber of Commerce			President/CEO	4100 Dixie Highway	Palm Bay	FL	32905									321-951-9990
Nichols	Trish	<a href="mailto:trishnichols10@yahoo.com">trishnichols10@yahoo.com</a>	Melbourne Downtown CRA																321-728-1069
Palacios	John-Mark	<a href="mailto:John-Mark.Palacios@dot.state.fl.us">John-Mark.Palacios@dot.state.fl.us</a>	FDOT District 4 Scenic Highway Coordinator	City/County/State/Fed Agency															
Palozzi	Michael	<a href="mailto:michael.palozzi@shawgrp.com">michael.palozzi@shawgrp.com</a>	Shaw Environmental & Infrastructure Group	Consultant	Shaw Environmental & Infrastructure Group	Client Program Manager	725 US Highway 301, South	Tampa	FL	33619									813-612-3621
Pelizza	Charlie	<a href="mailto:Charlie_Pelizza@fws.gov">Charlie_Pelizza@fws.gov</a>	Pelican Island/Archie Carr NWR	City/County/State/Fed Agency	US Fish & Wildlife Service														
Pickett	Lynn	<a href="mailto:floylynn@aol.com">floylynn@aol.com</a>	Cocoa	City/County/State/Fed Agency															
Porter	John	<a href="mailto:johnp@porterworldtrade.com">johnp@porterworldtrade.com</a>	AIA Livability Project/KBB Chair	City/County/State/Fed Agency															321-615-8155
Saam	Tom	<a href="mailto:tom@saams.com">tom@saams.com</a>	MRC	Environmental Group															
Smith	Brad	<a href="mailto:bsmith@bsaplanning-design.com">bsmith@bsaplanning-design.com</a>	American Society of Landscape Architects	Business/Corporation	Brad Smith Associates, Inc.	President	P.O. Box 120938	W. Melbourne	FL	32912-0938									321-724-1036 x102
Smithson	Martin	<a href="mailto:msmithson@sitd.us">msmithson@sitd.us</a>	Sebastian Inlet District	City/County/State/Fed Agency															
Stanbridge	Ruth	<a href="mailto:stanbr@aol.com">stanbr@aol.com</a>		Property Owner/Resident or Association															
Stansfield	Jerry	<a href="mailto:jstansfield@cityofcocoa.com">jstansfield@cityofcocoa.com</a>	City of Cocoa Beach	City/County/State/Fed Agency	City of Cocoa Beach	Grant Writer	2 South Orlando Ave.	Cocoa Beach	FL	32931									321-868-3329
Stillwagon	Richard	<a href="mailto:richard.stillwagon@titusville.com">richard.stillwagon@titusville.com</a> <a href="mailto:stlwg@att.net">stlwg@att.net</a>	City of Titusville	City/County/State/Fed Agency	City of Titusville	Special Projects Coordinator	555 S. Washington Ave.	Titusville	FL	32796									321-383-5699
Subido-Person	Kalina	<a href="mailto:ksubido@aol.com">ksubido@aol.com</a>	Space Coast Office of Tourism	CVB	Space Coast Office of Tourism	International Sales & Marketing Director	2725 Judge Fran Jamieson Way, Building B, Suite 105	Viera	FL	32940									1-877-57-BEACH
Thomaston	Sueann	<a href="mailto:sthomaston@melbourneflorida.org">sthomaston@melbourneflorida.org</a>	City of Melbourne	City/County/State/Fed Agency	City of Melbourne	Grants Administrator	695 East University Blvd.	Melbourne	FL	32901									321-953-6305
Thompson	Laurilee	<a href="mailto:laurileethompson@aol.com">laurileethompson@aol.com</a>	Dixie Crossroads Seafood Restaurant		Dixie Crossroads Seafood Restaurant		1475 Garden Street	Titusville	FL	32796									321-268-5000
Varley	Rob	<a href="mailto:rvhowdy@aol.com">rvhowdy@aol.com</a>	Space Coast Office of Tourism	CVB	Space Coast Office of Tourism	Executive Director	430 Brevard Avenue, Suite #150	Cocoa Village	FL	32922									321-433-4470
Virgilio	Marc	<a href="mailto:marc.virgilio@dep.state.fl.us">marc.virgilio@dep.state.fl.us</a>	DEP - CAMA																321-953-5008
Whitmore	Dorn	<a href="mailto:dorn_whitmore@fws.gov">dorn_whitmore@fws.gov</a>	Merritt Island NWR	National Wildlife Refuge															

**ATTACHMENT B**  
**LIST OF POTENTIAL STAKEHOLDERS**

**Attachment B**  
**Indian River Lagoon National Scenic Byway**  
**Potential Stakeholders**

Organization	Address 1	Address 2	Contact	Phone	Email	Web	CME Point Person
South Brevard Historical Society	PO Box 1064	Melbourne FL 32902-1064	Carol Andren & Diane Barile, Co-Presidents	321-725-4115		<a href="http://southbrevardhistory.org/">http://southbrevardhistory.org/</a>	
Historical Society of North Brevard	P.O. Box 5265	301 South Washington Avenue, Titusville, FL 32783	Edmund M. Kindle, President	(321) 269-3658		<a href="http://www.nbbd.com/godo/historicalsociety">http://www.nbbd.com/godo/historicalsociety</a>	
Brevard Cultural Alliance	2725 Judge Fran Jamieson Way	Melbourne, FL 32940		(321) 690-6817		<a href="http://www.artsbrevard.org">www.artsbrevard.org</a>	
Pelican Island Preservation Society	PO Box 1903	Sebastian, Florida 32978-1	Steve Massey, President	772-469-4275	<a href="mailto:info@pelicanislandfriend">info@pelicanislandfriend</a>		
Indian River Outfitters, Inc	805 Indian River Dr	Sebastian, FL 32958	Debi Smith		<a href="mailto:info@indianriverfishing.com">info@indianriverfishing.com</a>		
Space Coast Paddlers Club		Melbourne		321-633-0701		<a href="http://www.spacecoastpaddlers.org">www.spacecoastpaddlers.org</a>	
Indian River County Historical Society	P.O. Box 2192	Vero Beach, FL 32961	Ruth Stanbridge, County Historian			<a href="http://www.irchistorical.org">www.irchistorical.org</a>	
Garden Club of Indian River County	2526 17th Avenue	Vero Beach Florida 32960	Betty Moore	772-567-4602		<a href="http://www.gardenclubofirc.org/">http://www.gardenclubofirc.org/</a>	
Brevard County Extension Office	3695 Lake Drive	Cocoa, FL 32926	Holly Abeels	(321) 633-1702	<a href="mailto:habeels@ufl.edu">habeels@ufl.edu</a>		
Indian River County Extension	1028 20 Place, Suite D	Vero Beach, Florida 32960-5305	Christine Kelly-Begazo	(772) 770-5030	<a href="mailto:indian@ifas.ufl.edu">indian@ifas.ufl.edu</a>	<a href="http://indian.ifas.ufl.edu/">http://indian.ifas.ufl.edu/</a>	
Merritt Island National Wildlife Refuge	P.O. Box 2683	Titusville FL 32781	Layne Hamilton, Program Manager	(321) 861-0667		<a href="http://www.fws.gov/merrittisland/Contact.html">http://www.fws.gov/merrittisland/Contact.html</a>	
City of Melbourne Beach	507 Ocean Avenue	Melbourne, FL 32948-6714	Bill Hoskovec, Town Manager	321-724-5860	<a href="mailto:bhoskovec@melbournebeachfl.org">bhoskovec@melbournebeachfl.org</a>	<a href="http://www.melbournebeachfl.org">http://www.melbournebeachfl.org</a>	
City of Rockledge - Business Development Committee	1600 Huntington Ln	Rockledge, FL 32955	City Manager McKnight	(321) 690-3978	<a href="mailto:mailto:jmcknight@cityofrockledge.org">mailto:jmcknight@cityofrockledge.org</a>	<a href="http://www.cityofrockledge.org">http://www.cityofrockledge.org</a>	
Canaveral National Seashore	212 South Washington Avenue	Titusville, FL		321 267 1110		<a href="http://www.nps.gov/cana">www.nps.gov/cana</a>	
Florida Wildflower Foundation	PO Box 941066	Maitland, FL 32794-1066		407-353-6164		<a href="http://www.floridawildflowerfoundation.org">www.floridawildflowerfoundation.org</a>	
Holbrook Travel				(800) 451-7111		<a href="http://www.holbrooktravel.com">www.holbrooktravel.com</a>	
Merritt Island Wildlife Association	P.O. Box 2683	Titusville, FL 32781		321-861-2377		<a href="http://www.merrittislandwildlifeassociation.org">www.merrittislandwildlifeassociation.org</a>	
Space Coast Audubon Society	P.O. Box 147	Cocoa, FL 32923	Deborah Longman-Marien		<a href="mailto:deblongmanmarien@yahoo.com">deblongmanmarien@yahoo.com</a>	<a href="http://www.spacecoastaudubon.org">www.spacecoastaudubon.org</a>	
Titusville Visitors Council	2000 S. Washington Avenue	Titusville, FL 32780		(321) 267-3036		<a href="http://www.titusville.org/">http://www.titusville.org/</a>	

**ATTACHMENT C**  
**SAMPLE MEETING AGENDA**



## **Indian River Lagoon National Scenic Byway Coalition Meeting**

**Location:** \_\_\_\_\_  
**Date and Time:** \_\_\_\_\_

### **AGENDA**

- I. Call to Order**
  - A. Introduction of Guests**
- II. Approval of Minutes (from the last Coalition meeting)**
- III. Old Business**
  - A. Committee Reports**
    - 1. Sustainability Committee Report**
    - 2. Website Committee Report**
    - 3. Public Relations Committee Report**
  - B. Treasurer's Report**
    - 1. Review Yearly Budget**
  - C. Accreditation Status Report**
  - D. Elected Officials Comment**
  - E. 501c3 Designation Status Report**
  - F. Review Work Plan**
- IV. New Business**
  - A. Fund Raising efforts**
  - B. Local Festival Plans / Calendar of Events**
  - C. Public Comment**
- V. Adjournment**

The next regular meeting of the IRLNSB Coalition will be held on (add date and location w/address). Please note that individual commissioners and/or other appointed or elected officers of municipalities and counties may attend these meetings. This is not an official meeting of the Board of County Commissioners or of any other municipality. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions.



# **ATTACHMENT D**

# **YEARLY COALITION CALENDAR**

(See Section 1 of Board Manual II for current calendar)

# **ATTACHMENT E**

## **FACT SHEET**

(See Section 1 of Board Manual II for current calendar)

**ATTACHMENT F**  
**EVENT TRACKING TOOL**

**Attachment F  
Indian River Lagoon National Scenic Byway  
Event Tracking**

**Groups & Organizations**

	Group/Organization	Organization Contact Person	Meeting Date(s)/Time	CME Contact	Date IRLNSB Scheduled to Attend	Follow-up Type	Follow-up Complete	Number of New Contacts (estimate)	Comments
1	Brevard County TDC	Rob Varley, Executive Director	August 24, 2011 (Target)	Marsha Cantrell	To be confirmed	Contact for meeting availability	1-Aug-11		Reintroduction of IRLNSB to Brevard TDC.
2	Indian River Tourism Council	Terry Collins-Lister	Aug-11	Beth Mitchell	Fall 2011 (to be confirmed)	Contact for meeting availability	1-Aug-11		Fall 2011
3	City of Fellsmere	N/a							
4	City of Sebastian	N/a							
5	Indian River County Chamber of Commerce	N/a							
6	South Brevard Historical Society	N/a							
7	Pelican Island Preservation Society	N/a							
8	Indian River County Historical Society	N/a							
9	Garden Club of Indian River County	N/a							
10	Cocoa Beach Area Chamber of Commerce	N/a							
11	Florida's Space Coast Office of Tourism	N/a							
12	Greater Palm Bay Chamber of Commerce	N/a							
13	Melbourne/Palm Bay Area Chamber of Commerce	N/a							
14	Titusville Area Chamber of Commerce	N/a							
15	Florida Puerto Rican/Hispanic Chamber of Commerce	N/a							

**Festivals & Events**

	Festival/Event	Event Contact Person	Date	Location	Contact Phone	Contact Email	CME Attending	Follow-up Type	CME Point Person
1	Grant Seafood Festival	N/A	2/1/2012	Grant, FL	321-723-8687	<a href="mailto:info@grantseafoodfestival.com">info@grantseafoodfestival.com</a>	TBD	Contact festival sponsor for participation requirements	Nicole Holbrook
2	Sebastian Clambake	Anjani Cirillo	11/4/2011	Sebastian, FL	772-473-4144	<a href="mailto:sebastianclambake@hotmail.com">sebastianclambake@hotmail.com</a>	TBD	Contact festival sponsor for participation requirements	Nicole Holbrook
3	Space Coast Birding & Wildlife Festival	Neta, Harris	1/25/2012	Titusville, FL	321-268-5224	<a href="mailto:festival@brevardnaturealliance.org">festival@brevardnaturealliance.org</a>	TBD	Contact festival sponsor for participation requirements	<a href="#">Richard Stillwagon</a>
4	Pelican Island Wildlife Festival								
5	Eau Gallie Art's District First Friday		10/14/2011						Celeste Henry
7	North Brevard Historical Society & Museum		4/16/2011 (11am to 4pm)	Fox Lake Park, Titusville	321-514-0096	<a href="mailto:emkindle@bellsouth.net">emkindle@bellsouth.net</a>			Afternoon in the Park & BBQ
8	Brevard Cultural Alliance: "Fall for the Arts"	Kathy Engerran	10/1/2011	Eau Gallie	321-690-6817	<a href="mailto:kathy.engerran@artsbrevard.org">kathy.engerran@artsbrevard.org</a>			
9	Space Coast Water Fest	Matt Culver, Brevard Co. Natural resources	Month of May	Various in Brevard		<a href="mailto:matt.culver@brevardcounty.com">matt.culver@brevardcounty.com</a>			
10	Hook a Kid on Fishing	Rodney Smith	Various dates		321-446-8240	<a href="mailto:rodney@coastalanglermagazine.com">rodney@coastalanglermagazine.com</a>			

Coalition targets for 2011/2012

**ATTACHMENT G**  
**LIST OF ACCOMPLISHMENTS**



### *List of Accomplishments*

- Designated a Florida Scenic Highway in 2000
- Designated a National Scenic Byway in 2002
- Rehabilitation of the historic Melbourne Beach Pier
- Construction of the Lagoon House Environmental Learning Center
- Removal of 217 acres of invasive species from the Lagoon
- Land acquisition in Palm Bay to protect scenic vista of river
- New website at: [www.IndianRiverLagoonByway.com](http://www.IndianRiverLagoonByway.com)
- Extension of Byway to Fellsmere and Pineapple Avenue
- State of Florida Corporation
- Level I Accreditation status through the FDOT District V Achieving Excellence Program
- Northern Extension of Byway through Titusville to loop the entire Lagoon, more than 200 miles
- Design and installation of several kiosks along the Byway