

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

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- 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.