

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
Titusville Welcome Center, 419 S. Hopkins Ave., Titusville, FL 32796
March 2, 2017

Meeting Notes

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

Board of Directors:

Tim Ford, City of Titusville, President

Bob Day, Brevard County Resident, Vice President

Nicole Capp-Holbrook, Sebastian River Area Chamber of Commerce, Treasurer via telephone

Board Members:

Marsha Cantrell, Brevard County Resident

Members/Guests:

Claudia Calzaretta, FDOT District 5 Scenic Highways Coordinator

Karen Ford, Atkins

Kim King Wrenn, U.S. Fish and Wildlife, Merritt Island Wildlife Refuge

Sarah Kraum, Space Coast Transportation Planning Organization

Bill Klein, North Brevard Parks & Rec Advisory Board

Marlys Breckle, Pritchard House Foundation

2. Presentation: Cathy Musselman, Greater Titusville Renaissance (GTR), spoke to the Coalition about the GTR and development taking place in North Brevard. Mrs. Musselman informed the attendees that GTR was formed in 2011 as a result of the Space Shuttle program closure and the need to rebuild North Brevard and the culture change needed to combat the economic distress caused by the Shuttle Program closure and the national economic depression that also occurred at the same time. Mrs. Musselman talked about the diversification of businesses that was occurring so that the area was not so entirely reliant on the Space Industry. The diversification included artisans, manufacturing, and eco-tourism. A major initiative of GTR was to address blight. Mrs. Musselman noted a number of businesses that have renovated old buildings or built new buildings and a partnership with Keep Brevard Beautiful (KBB) with clean-ups that have helped to remove the blight in the area. Titusville was also becoming a Trail Town to take advantage of the three (3) major trails that converge in the City and the economic stimulus that the trail users can bring to the City. Art & Cultural events were also used to improve the quality of life in the area and a number of events were mentioned. Mrs. Musselman noted the wall murals that have been painted in town and the City being on the Florida Murals Trail. Mrs. Musselman stated that rocket launches are still occurring monthly which brings visitors to town. The North Brevard Economic Development Zone provided special taxing revenue used to help redevelopment with incentives for company expansion and relocation to the area which is transforming North Brevard County with numerous companies locating in the area.

3. Minutes – Motion was made by Marsha Cantrell and seconded by Bob Day to approve the January 5, 2017 meeting minutes. The January meeting minutes were unanimously approved.
4. Coalition Meeting Schedule/Guest Speakers – Mr. Ford asked that members try to find speakers for the May, July, September and November meetings.
5. Byway – Suntree Rotary Kiosk at Rotary Park, Brevard County – Mr. Ford stated that the Suntree Rotary had submitted their draft graphics for the kiosk at Rotary Park. Karen Ford of Atkins N. A. showed the Coalition the draft final graphics of both the Rotary and the I.R.L.N.S.B. There was a consensus by the Coalition to move forward with the project. Mr. Ford was going to contact Brevard County Parks & Rec South District to give them the okay to begin constructing the kiosk.
6. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Mr. Ford informed the Coalition that Anne Mayer had been laid off by the Marine Resources Council (MRC) and had stepped down from the Coalition. Mr. Ford stated that he called Leesa Souto, MRC Executive Director, and updated Mrs. Souto regarding the Coalition working with Ms. Mayer to update the table map display of the I.R.L.N.S.B. corridor which was out of date. Mrs. Souto provided another contact, Maria Lambardo, to coordinate with regarding the map. Karen Ford mentioned that the MRC was recommended to seek a Visit Florida educational grant to update the map graphic.
7. Committee Reports -
 - a. Website Committee – Nicole Capp Holbrook announced that the web page had received emails requests regarding the following:
 - (1) A group wanted to get hard copies of the coloring book linked on the webpage to the St. Johns River Water Management District (SJRWMD). Mrs. Holbrook was asked to contact Ms. Hill at the SJRWMD to see if the SJRWMD still had coloring books available.
 - (2) Lincoln Park Elementary School in Fort Pierce was requesting the Coalition's permission to use the Coalition's Indian River Lagoon National Scenic Byway video on YouTube. The Coalition had no issue with the school using the video provided the school gave the IRLNSB Coalition credit.
8. Report of Officers
 - a. President – Mr. Ford said that he paid for the Byway's State Annual Corporation fee registration of \$62.25 which he was reimbursed for.
 - b. Vice President – Bob Day announced a number of events taking place in the Byway Corridor which included an annual Keep Brevard Beautification Trash Bash on April 1, 2017, the Grant Seafood Festival taking place on March 4th – 5th, and the Beach 'N Boards event in Cocoa Beach taking place on March 10 -12, 2017.
 - c. Treasurer – Mrs. Holbrook stated that the Coalition had received a \$100 donation and the organization's bank account had a total of \$1,414.18.
9. Florida Scenic Highways Program Update – Claudia Calzaretta provided the following update:
 - a. Signage Update – Signs are nearly complete. A final inspection run will need to be made to confirm that the signs were installed at the specified locations.

- b. Byway Leader Discussion Forum, March 6, 2017 Noon teleconference - This teleconference was an outreach program for Byway Scenic Highway Advisory Committee to obtain feedback from the different byway organizations around the state about byway issues.
- c. D5 Byways Spring Workshop – Claudia Calzaretta and Karen Ford informed the Coalition of that the Spring Workshop is scheduled for 3/9/16 in Deland at the Kepler Maintenance Building. Coalition members were invited to attend.

10. New Business – None.

11. Public Comment – There was no public comment.

The meeting adjourned at 10:50 a.m.