



**Indian River Lagoon National Scenic Byway Coalition Meeting
The Sebastian Fishing Museum, 9700 S. State Road AIA, Melbourne Beach, FL 32951
January 9, 2014; 10:00 am**

MEETING MINUTES

1. Call to Order at 10:07 a.m./Roll Call/Introductions. Richard Stillwagon advised President Tim Ford would not be in attendance due to a death in his family and that he would Chair the meeting. Condolences to Tim were expressed.

Board of Directors:

Richard Stillwagon, City of Titusville – Vice President
Marsha Cantrell, Brevard County Parks and Recreation – Secretary
Nicole Capp Holbrook, Sebastian Area Chamber of Commerce – Treasurer

Board Members:

Celeste Henry, City of Melbourne
Robert (Bob) Day, MRC
Susan Adams, City of Fellsmere

Members and Guests:

Beth Blackford
Bill Klein, Titusville Environmental Council
Chris Kane, MRC
Garry Balogh, FDOT
Kathe Brewer, Standout Swag
Marlys Breckle, Pritchard House, Master Gardener
Mary Williams, Brevard County Parks and Recreation
Robert Finck, Jr., Atkins North America, Inc.
Terry O'Toole, Sebastian Inlet State Park, Parks Specialist

2. Approval of Minutes – December 5, 2013 Meeting – Marsha Cantrell advised that some changes were made in the wildflower section of the draft minutes that were previously distributed. **Bob Day made a motion to approve the November Minutes as amended. Susan Adams seconded the motion. Unanimously approved.**
3. Presentation – Ranger Terry O'Toole, Sebastian Inlet State Park has 34 years of service at the Park. The Park is part of the IRLNSB and the Florida Birding Trail and is the #1 tourist spot in the county with ¾ million visitors annually; open 24-hours a day, 365-days a year, and is closed only during hurricanes. The Park is considered a destination Park as it is 15-20 miles to the closest town. It is in the top 5 of 171 Florida State Parks with FL winning the Gold Medal out of all the 50 states. There is a lot of night activity catching crabs, shrimp, and snook fishing when they are running. Surf fishing is popular catching pompano and whiting and there is trout fishing in the lagoon. The Inlet is run by the Sebastian Inlet District a local funding inlet with positive recreational freedoms that other inlets do not allow like diving and snorkeling in the inlet using a dive flag and not in the channel. Divers can dive along the 2 jetties that go out into the ocean and they are known to harvest stone crabs and 10 lb. lobsters when they are in season, find lost items, spear fish, and they may see Goliath Groupers weighing more than 100 lbs. The Park has the best waves in FL for

surfing because of the south moving current. Monster Hole is ½ mile off shore on the north side, known for its big sharks and popular for personal watercrafts to jump waves because there are no surfers. It is a sand bar and when there is an outgoing tide and the current is flowing south, it brings little bait fish into a big hole for predators to feed on. Winter camping is popular and gets full as regular campers make reservations 11 months in advance. The inlet marina has primitive camping, pontoon boats, motorboats, canoes, and kayaks for rent and ranger guided kayak tours every Wednesday at 1pm. They can provide 40 different interpretive programs on plant and animal education and teaching recreational skills like how to fish, throw a cast net, and how to find turtles on the beach. This is the 35th year for the free turtle night walks during the summer. There is a multi-use path for roller bladers, bicyclists, and walkers. There is a safe swimming area in a sheltered cove alongside the channel with no current or under-toe. They have 250 volunteers and 27 employees. There is a new concession that has a second floor available for rent with a scenic 360° view. The McLarty Treasure Museum is the first property the state acquired and is a living museum. There is a Sebastian Fishing Museum. They have a night sounds concert once a month with a campfire under the full moon with different music each month. They have 6-8 rangers who are trained in the eradication of Lionfish, box jellyfish, black rats, and plant life like Brazilian pepper trees. They also manage the Indian River Lagoon Buffer Preserve State Park that is located 5 miles north on AIA near South Beach Community Park. It is 300 acres for conservation and preservation and is not officially open to the public. Sebastian Inlet has something for everyone.

4. Committee Reports

- A. Sustainability Committee – Marsha Cantrell – She advised there was no meeting.
 - Kiosk and Mobile Phone App – Richard Stillwagon reported he has technical experts working on the graphics for the Titusville kiosk as they are not printing correctly.
- B. Website Committee – Nicole Holbrook – She ran a year-end report for Jan 1, 2013 to Dec 31, 2013. There were 5,325 visitors, visits were up 27%, unique visitors were up 34%, page views up 23%, average duration was down 12%, new visitors up 6%, amount of pages visited down 2%. 4,546 visitors were desktop users, 777 were mobile users up 155%, 630 were tablet users up 126%. With the new website being more mobile friendly the visits should increase. There were no email requests for information. The map is still in planning and there are 3 options. #1 is to edit existing map and it would not be mobile friendly for \$600, #2 is to recreate map using Google Maps and it would be mobile and desktop friendly for \$2,000 plus 5 hours of design time at \$125 per hour, #3 is to recreate using Flash and it would not be mobile friendly for \$3,500 plus 15 hours of design time at \$125 per hour. Nicole advised that a decision needed to be made. Garry Balogh stated that money was available. It was agreed to go with option 2 and to confirm we would have the ability to edit.
- C. On-line store – Kathe Brewer is talking to suppliers regarding demand ordering, price points, and the availability of popular items. She will submit a list to the Sustainability Committee for approval. The online orders go directly to the supplier with no cost or inventory to the Coalition. We will have to pay logo setup charges for the suppliers we select. She should have everything to Costa by the end of the month.
- D. FDOT Scenic Byway Coordinator – Garry Balogh – He advised that Japan is very interested in scenic highways and that they have their own program. There is a designation event for a new

rural scenic byway called the Scenic Sumter Heritage Byway in Bushnell on January 25. Bob Finck will send the flyer to Marsha to forward to the Coalition.

5. Reports of Officers

A. President – Tim Ford – Absent

B. Vice President – Richard Stillwagon – He reported previously on the City’s kiosk.

C. Secretary – Marsha Cantrell – She stated the Cocoa Beach Chamber of Commerce requested a box of our IRLNSB brochures.

- “Adopt” a Meeting for 2014 – A presentation is needed for February. Beth Blackford stated she had a few leads. Marlys Breckle made arrangements for the March meeting at the Harry T. and Harriette V. Moore Cultural Center in Mims. Bob Day will request the City of Cocoa Beach to present a complete streets program at November’s meeting.

D. Treasurer – Nicole Capp Holbrook – The 2013 Year End Budget and the 2014 Budget were distributed.

- Status of Bank Account – She advised there was no activity since last meeting leaving the balance of \$652.08.
- Yearly Budget Comparison – There was a year end difference of \$101.51. Donations were down and there were no website fees other than domain renewals; proposed online store fees and meeting costs were not used; postage was used for the P.O. Box fee; and, there were no mailing fees or office supplies. **Bob Day made a motion to accept the Year End Report. Celeste Henry seconded the motion. Unanimously approved.**
- One Year and Three Year Budget Review – A Kiosk Materials & Labor line item was added to the projected expenses in the 2014 proposed budget for \$1,400 (2 kiosks at \$700 each) with everything else remaining the same. **Bob Day made a motion to approve the FY 2014 Budget. Kathe Brewer seconded the motion. Unanimously approved.**

6. Old and Unfinished Business

A. North Byway Extension – The application was submitted December 23 for SHAC to review on January 29. Bob Finck will provide a link to download the application for Marsha to forward to the Coalition.

B. Level 2 Accreditation – Garry reported Corridor Solutions would be contacting Tim Ford.

7. New Business – Annual Meeting – Election of Board Members/Officers – The candidates submitted by the Nominating Committee were read aloud: Tim Ford, President; Bob Day, Vice-President; Marsha Cantrell, Secretary; Nicole Capp Holbrook, Treasurer; Richard Stillwagon, Board Member replacing and completing Bob Day’s Board Member term through 2015; Susan Adams, Board Member term through 2017; Kathe Brewer, Board Member term through 2017; and, Beth Blackford, Board Member term through 2017. No additional nominations were submitted from the floor. **Bob Day made motion to approve the Board Members and Officers that have been nominated. Kathe Brewer seconded motion. Unanimously approved.**

8. Public comment – Bob Day reported the Brevard Zoo will host a three-day special exhibit called the Raptor Project featuring impressive birds of prey January 18-20 and the Space Coast Birding Festival begins January 22. Susan Adams advised Fellsmere’s 23rd Annual Frog Leg Festival is January 16-19 and it is the Guinness World Record for the largest frog leg festival in the world. Beth Blackford advised the City of Palm Bay changed their slogan from a *Perfect Place to Grow* to

Down to Earth and that Linda Brandt of Brandt & Ronat, a Merritt Island-based marketing firm, was hired to develop a communication strategy and coordinated the slogan.

9. Adjournment at 11:13 a.m.

Next Meeting is: February 6, 2014, 10:00 am
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905
Presentation: Vicky Dorman, Executive Director, Eau Gallie Arts District