



**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