



**Indian River Lagoon National Scenic Byway Coalition Meeting  
Front Street Civic Center, 2205 South Front Street, Melbourne, FL 32901  
May 1, 2014; 10:00 am**

**MEETING MINUTES**

1. Call to Order at 10:00 a.m./Roll Call/Introductions – Bob Day advised he would be chairing the meeting as Tim Ford was on vacation.

**Board of Directors:**

Robert (Bob) Day, Vice-President  
Marsha Cantrell, Brevard County Parks and Recreation, Secretary  
Nicole Capp Holbrook, Sebastian River Area Chamber of Commerce, Treasurer

**Board Members:**

Beth Blackford, Volunteer  
Celeste Henry, The Old Pineapple Inn  
Kathe Brewer, Stand Out Swag, LLC  
Richard Stillwagon, City of Titusville

**Members and Guests:**

Chris Kane, MRC  
Garry Balogh, FDOT  
Julie Foster, City of Melbourne  
Kristin Swenson, City of Melbourne  
Mary Williams, Brevard County Parks and Recreation  
Mike Palozzi, Shaw Engineering  
Robert Finck, Jr., Atkins North America, Inc.  
Sarah Brangan, Citizen  
Sueann Thomaston, City of Melbourne  
Terry O'Toole, Sebastian Inlet State Park, Parks Specialist

2. Approval of Minutes – April 3, 2014 Meeting – **Richard Stillwagon made a motion to approve the March Minutes. Sueann Thomaston seconded the motion. Unanimously approved.**
3. Presentations – Julie A. Foster, Sustainability Program Manager, City of Melbourne, Car Charging Stations and Initiatives. Melbourne City Hall has installed a new Level 3 car charging station, a 480-volt single station that can charge a car in 30 minutes; 20 minutes to 80% and the last 20% is a trickle charge because of the extreme heat generated. It is Melbourne's second station and the newest technology on the market today. Melbourne's first station is a Level 2, a 240-volt dual station, which can charge 2 cars simultaneously in 4 hours. It is located at the parking lot between the Eau Gallie Civic Center and the Library. Last year Nissan in Orlando offered a program to donate a charging station estimated at \$32,000. The Nissan Leaf is an all-electric vehicle and the biggest concern was the range between Key West to Jacksonville not having any charging stations in between. Melbourne's location was a good selling point and they received the donation. The Ribbon Cutting was held at last month's Council Meeting where the Mayor spoke and 11 electric car representatives provided a show-and-tell. Melbourne is now on the map along with 536 other charging stations in the U.S. There are a couple of phone App's for locating charging stations. One

is called Charge Point that will pull up a map of stations, show its availability, and where reservations can be made. The cost to charge is 13 cents per Kilowatt (an empty Nissan Leaf requires 24 kilowatts to drive 80-100 miles). There are 4 different ways to pay for a charge: 1) call an 800# and they'll turn on the pump, 2) use a credit card, 3) go online to Charge Port, logon and they send you a key fob, and 4) use the phone app Charge Point and it will bill your account. The City owns the charging equipment and there is very little maintenance. Electric cars have amazing technology by texting you when it is fully charged; the City can charge \$45 an hour if it is not moved after being fully charged. The engine has full torque, no gears, no ramping up, and no spark plugs which eliminates emissions. A full charge will hold for a week just sitting in a garage. The batteries have no memory and are warranted for 8 years in FL and 10 years in CA. FPL now has a Ford F-150 all electric pick-up truck. Julie can logon to the web portal to see data on the station e.g. pump in use, time they started, how long they were plugged in and how many KW was charged per session, but no personal information. The DMV reported 181 electric vehicles (8 different types) are registered in Brevard County as of December 2013 and there are probably more now. Hybrid cars are electric powered with a 9 gallon gas tank to run the generator to charge the battery while driving and takes about 8 hours to charge from the wall outlet at home.

#### 4. Committee Reports

- A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on April 22, 2014.
- Donor Plan/Kiosk – Bob Finck and Mike Palozzi met with Vicki Dorman of EGAD and Kelly Delmonico, City Planner for City of Melbourne, prior to this meeting for details on getting EGAD's kiosk in the ground. Kelly provided info on what it would take to get signed and sealed plans for a permit. Bob provided Vickie the Florida Black Bear design plans and she is going to solicit a contractor to build it. They are very excited and want to install it in Pineapple Park and would like to unveil it during an Ecological Event. Vickie is meeting with Melbourne Leisure Services to walk the kiosk site. Richard Stillwagon has requested the Titusville Public Works Director replace the plastic on the Titusville kiosk so the graphics can be installed. It was advised Space Coast Banner and Uniform has laminating ability for the graphics.
  - Diversified Revenue Source Planning – Comments have been received on the Business Partner Package and were forwarded to Corridor Solutions. Corridor Solutions provided a more inclusive contact list that is being reviewed by the sustainability committee.
- B. Website Committee – Nicole Capp Holbrook – Nicole received a list from Costa of missing info. They are working on the "getting here" via Google Map. Pictures are needed. The map still needs work and does not correctly depict the corridor; Director info not up to date; minutes are not posted. Nicole will send out a link for a final view before going live. Our Email address went down when the server was switched and it is now resolved.
- On-line store – Kathe Brewer – Links are ready to go and she'll forward them to Costa. The store will start small with t-shirts and hats.
- C. Social Media Coordinator – Kathe Brewer – We now have a LinkedIn page along with Facebook and both can be found at Indian River Lagoon National Scenic Byway. Invite your friends. Kathe will be added as an administrator on Facebook.

- D. FDOT Scenic Byway Coordinator – Garry Balogh – On May 5<sup>th</sup> all leaders will meet for the first time with the byways consulting firms with Jeff Caster leading the discussion. It is not a conference but a meeting to get input from all the byways to clean up the manual and to focus on streamlining, updating and making byways more manageable. It will be held at the DOT Turnpike Office. The rewriting process will probably take about a year. Minutes of the meeting were encouraged.
5. Reports of Officers
- A. President – Tim Ford – Absent.
- B. Vice President – Bob Day – Nothing further.
- C. Secretary – Marsha Cantrell –
- “Adopt” a Meeting for 2014 – Presentations are needed for October and December at the Lagoon House. Dr. Leesa Souto is confirmed to speak in June on the Lagoon Action Assembly. Brevard County Manager Howard Tipton’s last day was yesterday and Stockton Whitten is the new County Manager.
- D. Treasurer – Nicole Capp Holbrook –
- Status of Bank Account – Our balance remains at \$574.08. The IRS postcard was submitted and accepted (it was due May 15<sup>th</sup>).
  - One Year and Three Year Budget Review – Nicole will submit Quarterly and Year-to-Date Reports in August.
6. Old and Unfinished Business
- A. North Byway Extension – Mike Palozzi advised their meeting with Volusia Council Member Pat Northey went well. We need to identify more community/business support letters and resolutions. We have the original byway resolutions and may need one for the Extension. A proclamation may be easier. Richard Stillwagon is working on obtaining the letters. It was suggested to complete the loop connecting State Road 3 and US1 from Oak Hill to River Lakes. The Coalition agreed it is not a priority. Anticipate submitting in September for the October SHAC Meeting.
- B. Level 2 Accreditation – The comments from Beth Blackford on the draft Volunteer Management Program were forwarded to Corridor Solutions. We need to brain storm and determine future projects for the Coalition.
7. New Business – No report.
8. Public comment – Sarah Brangan advised she is a citizen of Melbourne and friend of Kathe Brewer. She is from Boston but moved down here for the climate and wants to get involved as she cares about the water and preservation.
9. Adjournment at 11:19 a.m.

**Next Meeting is: June 5, 2014, 10:00 am**  
**The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905**  
**Presentation: Dr. Leesa Souto, Marine Resources Council, Re: Lagoon Action Assembly**