

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting  
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905  
March 3, 2016

Meeting Notes

1. Call to Order – 10:04 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Robert Day, Cocoa Beach resident, Vice President

Nicole Holbrook, Greater Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Palm Bay Resident

Celeste Henry, City of Melbourne Beautification

Ann Mayer, Marine Resources Council (MRC)

Marsha Cantrell, Rockledge Resident

Mary Chapman, St. Lucie County Resident

Members/Guests:

Claudia Calzaretta, FDOT District 5 Byway Coordinator (Introduced & Welcomed)

Karen Wilharm-Ford, Atkins

2. Presentation – None
3. Minutes – A motion was made by Bob Day to approve the meeting minutes from the January 7, 2016 meeting. Marsha Cantrell seconded the motion. The motion was approved unanimously.
4. Sustainability of the Coalition – Tim Ford asked members to recruit anyone who they thought may be interested in the Coalition when they are out and about. The Secretary position is still vacant. Mr. Ford stated he will continue to perform the Secretary duties until a Secretary is found.
5. Mini-Signing Plan Update –  
Karen Wilharm, Atkins, gave an update on the status of the mini-signing plan. A complaint had been received regarding the scarcity of Scenic Byway designation signs in the Grant area on US-1. The Florida Department of Transportation (FDOT) Traffic Operations Divisions in FDOT Districts 4 (Indian River) & 5 (Brevard) were tasked with surveying US-1 from Cocoa to Wabasso to determine where signs are missing and/or can be installed. A work plan is currently being created in both Districts 4 & 5. It is estimated that a work order will be issued to create the signs once the Plan is approved sometime in May and the signs will be installed shortly afterward.
6. Brochure Distribution Update – Mr. Ford asked the members about the status of the distribution of the brochures. Nicole Holbrook provided the places where she has distributed brochures. Bob Day said he would distribute brochures in the Central area. It was determined that the

Chambers in Palm Bay and Melbourne needed to have brochures delivered. Anne Mayer stated that she would have brochures dropped off at the two chambers. It was also determined that the Barrier Island Center on the Beach side and the Environmental Learning Center (ELC) by the Wabasso Bridge needed to have brochures delivered. Ms. Holbrook will deliver to the (ELC) and Ms. Mayer will have brochures delivered to the Barrier Island Center.

Beth Blackford stated that she volunteered to work the Space Coast Birding Festival for the MRC and handed out brochures to attendees. Ms. Blackford handed out all of the old brochures so that the Coalition no longer has any old versions of the brochure. Mr. Ford stated that Beth did such a good job of distributing brochures that he had to bring more brochures to her.

7. Committee Reports -

- a. Bylaw Revisions – Mr. Ford noted that Mary Chapman had provided “clean” copies of the Coalition Bylaws which were adopted on December 3, 2015 and that the “clean” version of the Bylaws needed to be ratified by the Coalition. Robert Day made a motion to ratify the “clean” version of the Bylaws. Anne Mayer seconded the motion. The motion was approved unanimously.
- b. Website Committee – Nicole Holbrook reported that with the help of Todd from Atkins, Inc., the Coalition Calendar and the revised brochure had been uploaded to the Coalition web page and that the long video and some of the short videos had been uploaded to the web and that Todd was continuing to add the short videos to the site.

8. Report of Officers

- a. President – Mr. Ford mentioned that he renewed the Coalition’s corporation registration with the State and the cost was \$62.25. Mr. Ford stated that he was donating the cost and Ms. Holbrook said she would note the donation in the budget.  
Mr. Ford said that he was scheduled to speak to the Suntree Rotary Club on April 1, 2016 at 7:30 at the Suntree Country Club to discuss a possible partnership with the Rotary in constructing an informational kiosk at Rotary Park on US-1 in the Suntree area.
- b. Vice President – No report.
- c. Treasurer – Nicole Holbrook reported that there was \$525.43 in the account and that she was preparing to submit the IRS postcard for the Coalition. Nicole announced that the Grant Seafood Festival was the weekend of March 4 & 5 and that the Pelican Island Festival was the following weekend. Marsha Cantrell informed the Coalition that the Cocoa Village Craft Show was on March 5<sup>th</sup> and 6<sup>th</sup>.

9. Yearly Reporting Update –

- a. Florida Scenic Highway Program Annual Report – Mr. Ford stated that the report was submitted well before the February 1<sup>st</sup> deadline.
- b. 501(c)(3) Annual Report – Karen Wilharm-Ford provided a draft copy of the report for the Coalition members to review and provide input on.

10. Florida Scenic Highways Program Update –

- a. New FDOT District 5 Scenic Highway Coordinator – Claudia Calzoretta was again introduced and welcomed. Ms. Calzoretta provided the Coalition with her experience and background.
- b. FSHP 20<sup>th</sup> Anniversary Social Media Campaign (#FLSCENIC) – Ms. Wilharm-Ford provided information about the media campaign that was spotlighting the 25 scenic highways in the State. It was noted that #FLSCENIC should be used for any Byway social media postings.

Ms. Wilharm-Ford was asked about the status of the Visit Florida article that Mr. Ford and Beth Mitchell were interviewed for. Ms. Wilharm-Ford said that the writer was working on the articles and they would be sent to Visit Florida for review and then future printing in travel magazines.

- c. Scenic Byway Forum Meeting Update – Mary Chapman and Beth Blackford provided an update on the Scenic Byway Forum they attended on March 2, 2016 in Deland, Florida at an FDOT facility. The Forum discussed establishing a Work Plan, Communications, and Enhancing the Byway Experience. It was noted that Social Media is a powerful tool for Byway Coalitions to use, that Byways need to target local residents as customers and that it was recommended that Coalition members should test drive the Byway with someone unfamiliar with the Byway to get their input on navigating the Byway.

- 11. New Business – Mary Chapman reported that she met with a conservation group in St. Lucie County and she showed the IRLNSB video to them. The group was impressed with the video.

Beth Blackford announced that the Save the St. Johns Festival will be March 23, 2016 in the Melbourne area.

- 12. Public Comment – There was no public comment.

The meeting adjourned at 10:55 a.m.