

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
Ted Moorhead Lagoon House and Scenic Byway Visitor Center,
3275 Dixie Highway, NE, Palm Bay, FL 32905
May 3, 2018

Meeting Notes

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

Board of Directors:

Tim Ford, City of Titusville, President

Bob Day, Citizen, Vice President,

Nicole Capp-Holbrook, Sebastian River Area Chamber of Commerce, Treasurer (late)

Board Members:

Susan Adams, Indian River County Commissioner

Kate Zehnder, Marine Resources Council (MRC)

Marsha Cantrell, Rockledge Resident

Members/Guests:

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

Michael Palozzi, Atkins

Karen Ford, Atkins

Caity Savoia, MRC

2. Adoption of Minutes: Motion was made by Susan Adams to approve the meeting minutes of March 1, 2018 and seconded by Marsha Cantrell. The motion was approved unanimously.
3. 2018 Coalition Meeting Schedule/Guest Speakers – Regarding meeting guest speakers, Tim Ford stated that he was going to ask Eric Garvey of the Space Coast Tourist Development Council (TDC) to speak at either the September or November meeting about TDC projects and activities. Susan Adams said she could request the Indian River County Metropolitan Planning Organization (MPO) Director to speak. Claudia Calzaretta noted that she could get a member of the Florida Federation of Garden Clubs to speak at a future meeting. Mr. Ford would coordinate with Ms. Adams on the speakers, their available dates and locations.
4. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Kate Zehnder and Caity Savoia from the MRC provided an update on the Byway Table Map Display at the Lagoon House. The map table has been renovated with new skirting and the paint. Shannon Egger and Caity Savoia have been meeting with PIP Printing regarding a print out of the base map for the table. An initial quote of \$848 was given for a single piece printout. A quote for a three (3) or (4) piece printout and for different print materials such as vinyl and laminated will be requested. Discussion ensued about the map print out. It was determined that the Coalition would wait to see what the quote costs were and proceed from there.

5. Brochures – It was determined that the Coalition is running out of Byway brochures. There are only a couple of boxes at the Lagoon House and at the Sebastian River Chamber of Commerce. The last printing of the brochures was done in the fall of 2015 when 20,000 copies were printed that were funded by the Space Coast TDC. Nicole Holbrook was going to check her budget to see if there were funds to print more copies. It was noted that corrections and updates needed to be made prior to any printing. The Board members were asked to proof the brochures for any updates. Once updates were made, the Coalition would go forward with a plan to print more brochures.

6. Kiosks Update – Tim Ford had contacted Eric Garvey of the Space Coast TDC regarding the possibility of a Byway kiosk being included in the plans for the renovation of Lori Wilson Park in Cocoa Beach. Mr. Ford read an email he received from Mr. Garvey saying that there was an opportunity for a Byway kiosk to be placed at the park and that he would ask the planners to look for a location for the kiosk. It was noted that the Coalition now had commitments for two (2) kiosk locations. Bob Day said he would check with a Port Canaveral contact regarding a kiosk at the Port.

7. Committee Reports -
Web Site Update: Nicole Holbrook stated that the new web site has received several inquiries from Oregon, Missouri, Texas, and Great Britain requesting brochures. The calendar of events has been updated. Please let Nicole know of any events that can be posted. Nicole noted that she was having difficulty obtaining analytics from the new web site as it was different from the previous website. Karen Ford would show where the web site metrics could be found after the meeting.

8. Report of Officers
 - a. President – Mr. Ford announced that the Coalition will need to provide its financial and donor information as a charitable organization to the Florida Department of Agriculture and Consumer Services in August.
 - b. Vice President – Bob Day had nothing additional to report.
 - c. Treasurer – Mrs. Holbrook stated that the bank account had a total of \$1,309.31 and she has filed the organization’s IRS post card.

9. Florida Scenic Highways Program Update – Claudia Calzaretta provided the following update:
 - a. The District Scenic Highway Coordinator North Byway tour has been scheduled for Thursday, June 7th. Anyone interested needs to meet at 9:00 am at the Merritt Island National Wildlife Refuge Visitor Center. Lunch will be at the Dixie Crossroads Restaurant.
 - b. Statewide Conference – The statewide scenic highway conference is planned for May 17, 2018 in Lake Helen.
 - c. The Florida Scenic Highway Program (FSHP) Discussion Teleconference is planned for June 4, 2018 at 6:30 pm.
 - d. A Visit Florida membership has been paid for Byways by the FSHP. The Byways need to use it. Grants can be obtained for not only Byways but also Byway partners.
 - e. The Program Office is working on a Community Strategy in the dissemination of information. Presently only Byway Chairs and Vice Chairs are receiving email information and some do not pass on the information. Byway Chairs and Vice Chairs will be asked to forward Program information on to Byway members.

- f. Scenic Byway Program Report – Mike Palozzi announced that the Scenic Byway Program Annual Report which is made up of reports from the individual byways in the State will be released in a couple of weeks. The report has been reduced to two (2) pages. Mike also reported that there will be a calendar printed with photos from the state scenic byways.
 - g. Claudia updated the members on the Performance Measure Study that is being worked on with the Scenic Sumter Byway. Surveys have been taken, a focus group meeting held, and phone interviews done. The results are being written. Claudia stated that the findings are encouraging in that one quarter of those polled were aware of the byway and that it is estimated that \$188 million can be associated with byway travelers. The study can be used for other byways.
10. New Business – Susan Adams announced that a ribbon cutting will be held on June 2, 2018 for a pedestrian/trail overpass on I-95 connecting the St. Sebastian River Prairie Preserve. Susan will provide the ceremony details so that they can be disseminated.
11. Public Comment – None

The meeting adjourned at 11:07 a.m.