



Indian River Lagoon National Scenic Byway Coalition Meeting

The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905

April 4, 2013 @ 10:00 am

MEETING MINUTES

1. Call to Order/Roll Call/Introductions

Board of Directors:

Tim Ford, City of Palm Bay – President

Richard Stillwagon, City of Titusville – Vice President

Marsha Cantrell, Brevard County Parks and Recreation – Secretary

Celeste Henry, City of Melbourne, Beautification Committee

Susan Adams, City of Fellsmere

Robert Day, MRC, Resident

Members and Guests:

Mary Williams, Brevard County Parks and Recreation

Mike Palozzi, Shaw Environmental

Bob Finck, Adkins (via Phone)

Leesa Souto, MRC

Garry Balogh, FDOT

Kathe Brewer, Stand Out Swag

Doug Dombroski, City of Melbourne, Planning & Economic Development

Chris Chinault, Town of Indialantic

Rodney Smith, MRC, Anglers for Conservation

J. Travis Johnson, Tran Systems

Ann Downing, Old Town Hall History Center

2. Approval of Minutes - March 7, 2013 Meeting

Marsha Cantrell stated there was not a quorum at last month's meeting so meeting notes were being presented. The meeting notes were accepted.

3. Presentation - Doug Dombroski with the City of Melbourne, RE: City of Melbourne's Plan for US1 Corridor. The planned improvements on US1 are 3 interrelated projects:

- I. Streetscape Project – Includes portions of US1, Prospect Avenue west of US1 and Stone Street. The conceptual planning is complete as of February and the Engineering and Construction plans may be completed by June 2014. Permits and Bid in December 2014. Anticipate construction in 2015 or 2016.
- II. Riverview Park Improvements – City now has ownership from the County and they are undergoing a master plan for the 15-acre park located east of US-1 and south of Crane Creek adjacent to the Indian River.
- III. Crane Creek Pedestrian Bridge Project – It is planned to connect downtown Melbourne to the South side of Crane Creek and connect around Prospect Avenue and Lipscomb



Street. Key crossovers are planned to cross US1 into Melbourne Riverview Park. The project creates an alternate bike route for bikers to connect people from downtown over to the pedestrian bridge into South Melbourne and the Park. The CRA boundaries were expanded.

Tim thanked Doug for his update and welcomed him to attend future meetings. Rodney suggested a follow-up on the projects.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell. There was a telecom committee meeting on March 25th. The Committee discussed the Annual Report, the Donor plan and the Kiosks.

- 2012 Non-Profit Annual Report

The Annual Report was sent to everyone via email. The report described the Coalition's activities over the past year. The report is needed for Level Two Accreditation.

Susan Adams made a motion to approve the Annual Report. Bob Day seconded motion. Unanimously approved.

- Donor Plan, Kiosk and Mobile Phone App

The Coalition has discussed over several months two cornerstone projects to move forward with in the next few months. Kathe Brewer will use the kiosk design Black Bear Scenic Byway is using and will approach PNC Bank about sponsoring a kiosk since they are familiar with the Byway as the Byway's bank. The Black Bear's kiosk cost was about \$600 each in materials and put together with volunteer labor. Permits may be an issue and should cost less than \$100 or there might be a non-fee permit. Kathe Brewer will meet with PNC as soon as she gets the letter approved by the Sustainability Committee. The package will include Kathe's letter of intro, President's letter, the major donor letter, the Black Bear plans and the marketing package. Garry Balough advised that Sail Forth Productions designed 18 panels for \$50,000 for Black Bear's kiosks. Kathe will ask what was included to keep the same template with a local flavor and consistency. Kathe will start knocking on doors for prospects and will report at the next meeting.

Tim Ford has researched the phone app and it appears expensive with creation costs and a monthly fee of about \$30 a month. More research is needed and if anyone is knowledgeable, please let Tim know. The Coalition's focus will be on the Kiosks as they are more manageable.

- Diversified Revenue Source Planning

Three diversified revenues are needed for Level Two Accreditation. Suggestions include: pursue a Gannet foundation grant, additional FDOT funds, look for other opportunities for donations, investment opportunities and promotion, and non-profit companies.

B. Website Committee - Nicole Holbrook (absent)

Tim Ford reported that Nicole had not yet delivered her child. The Web report for March, 2013 is 488 people visited the site from all over the world, most of them from US with 467, followed by Sweden, Canada, Japan, Germany, United Kingdom, Netherlands, Finland, and France. In the US, FL was the top state then followed by CA, NJ, GA, NY,



MN, TX, TN. Within FL, the top ten cities were Melbourne, Vero Beach, Hialeah, Miami, Orlando, Palm Bay, Sebastian, Indialantic, Cocoa Beach, and Fort Pierce. Top 5 All Traffic came through Google, Bing, CityofFellsmere.org, Visitspacecoast.com and IndianRiverChamber.com

- On-line store – Kathe Brewer is looking at package models using an ala cart avenue.
- Travis Johnson, Transystems – Byway Web Pages

Travis reviewed the A1A Coastal Scenic & Historical Byway, Florida Black Bear Scenic Byway and other Byway websites with the Coalition. Travis' recommendations are to consolidate the navigational bar links, move the bar to top, main page to fit without scrolling, consolidate the Traveler's Guide, complete the dining/lodging/shopping guide pages, add location identification on the main page, update the Video Gallery to include Media, update the calendar of events to display a calendar, add a blog/news section, move list of partners to the side bar or bottom, make a partner page, update all links, start a social media, add more graphics, add a kid's corner, and an online store. Rodney suggested adding "45 minutes from Orlando" for location on the website. Travis' contact info is 407-875-8950 jtjohnson@transystems.com

Susan Adams made a motion to go forward with the proposed Byway Web Page improvements. Bob Day seconded. The motion was unanimously approved.

C. FDOT Scenic Byway Coordinator - Garry Balogh. No Report.

5. Reports of Officers

A. President – Tim Ford

New event - Water Fest on May 4th from 11-4 at Goode Park and he's manning a booth. Celeste Henry reported the Gleason House Sign unveiling is April 5th from 4-6.

B. Vice President – Richard Stillwagon. No Report.

C. Secretary – Marsha Cantrell – (Reporting part of Nicolle's report.) Renewed P.O. Box for \$76 and received donation of \$150 from Michael Palozzi.

- "Adopt" a Meeting for 2013. A few meetings are still available.

D. Treasurer - Nicole Holbrook (absent)

- Status of Bank Account – Tim Ford advised the account balance is \$724.08
- Yearly Budget Comparison was not provided.
- One Year and Three Year Budget Review was not provided.

6. Old and Unfinished Business – No reports.

7. New Business

A. City of Titusville Request for Byway Extension – Tim Ford reported a letter was received from Titusville Mayor Tulley. The City is interested in extending the Byway to include around the north end of the Lagoon. The Coalition voted unanimously to recommend approval of forwarding the City of Titusville's request to the byway to the Florida Department of Transportation. It was discussed and agreed that the Coalition would prefer for Shaw & Atkins to be awarded with the Extension process work. Both Atkins and Shaw have been



actively involved with the Coalition and are familiar with the Byway so the length of the process should be shortened.

8. Public comment
 - A. Bob Day – A flyer for the Brevard Wildlife Corridor Expedition being held April 6-21 was distributed; April 6th there is a Saturday Spring Seafood Jubilee at Fox Lake Park catered by Dixie Crossroads; the Annual Trash Bash will be April 20th; and MRC is having a nonraffle. Bob has a petition regarding funding sources for environmental land acquisition to be added to the ballot if anyone would like to sign.
 - B. Rodney Smith – A Paddle-Thon is planned for December 1 from New Smyrna to Jupiter Island to raise awareness of the lagoon and money for scholarships.
 - C. Chris Chinault – Indialantic had a historical marker unveiling at Nance Park honoring the Bahama Beach Club, originally known as the Indialantic Casino; a Farmers Market will begin on the 19th at James H. Nance Park from 1:30-7; and a Beach Renourishment Project will commence Nov-Dec of this year.
9. Adjournment – Tim Ford announced the next meeting is May 2nd. Meeting adjourned at 11:54pm.

Next Meeting is: May 2, 2013 @ 10:00 am
Marsh Landing Restaurant, 44 N. Broadway, Fellsmere, FL 32948
Presentation: Jeff Bolling and John Lenhardt from the National Elephant Center in Fellsmere,
RE: 225-acre elephant care facility that is under construction for advancing the care of North
American elephants.