



## Indian River Lagoon National Scenic Byway Coalition Meeting

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

August 1, 2013; 10:00 am

### MEETING MINUTES

1. Call to Order/Roll Call/Introductions

**Board of Directors:**

Tim Ford, City of Palm Bay – President

Marsha Cantrell, Brevard County Parks and Recreation – Secretary

Nicole Holbrook, Sebastian Area Chamber of Commerce – Treasurer

**Board Members:**

Beth McMillen, MRC

Celeste Henry, City of Melbourne Beautification

Susan Adams, City of Fellsmere

**Members and Guests:**

Charlene Neuterman, City of Cocoa

Elisa Kropat, Merritt Island National Wildlife Refuge

Garry Balogh, FDOT

Kathe Brewer, Stand Out Swag

Leesa Souto, MRC

Leigh Holt, Space Coast Transportation Planning Organization

Mary Williams, Brevard County Parks and Recreation

Mike Palozzi, Shaw Environmental

Robert Finck, Jr., Atkins North America, Inc.

Sueann Thomaston, City of Melbourne

Vince Lamb, Florida Wildflower Foundation

2. Approval of Minutes – June 6, 2013 Meeting (There was no July Meeting)

**Susan Adams made a motion to approve the June Minutes. Beth McMillen seconded the motion. Unanimously approved.**

3. Presentation – Leigh Holt, Space Coast Transportation Planning Organization (SCTPO), distributed hard copies of a power point presentation. The SCTPO is responsible for coordinating the planning of transportation projects throughout Brevard County for all modes, all ages and all physical abilities via roads, airports, the port, trails, sidewalks, bicycle safety and space. Space is a mode of transportation in the Florida Statute so the SCTPO funds and works with Space Florida's infrastructure. Complete Streets is a tag name for transit oriented development and is an



important aspect to safety, economic development, access, health and energy in accommodating accessibility needs for all users. The majority of our roads were built before 1960 and still look the same although the asphalt has been widened to accommodate more people and traffic. The population was 100,000 then and now is 600,000 and will hit 750,000 in the next 10-15 years. There are new roads being built in the west to accommodate more people while Complete Streets focus is on existing roads. Complete Streets calms traffic by the way the streets look and operate and they stimulate economic development by making the roads more appealing for walking. More senior citizens drive less and their access is limited to transportation systems. It is healthier to walk but safety is a concern. Only 17% of today's children are walking to school as opposed to 71% of today's adults that did. Walking saves energy use and less gas as 50% of most trips are three miles or less and 28% are less than one mile and 72% of most trips less than one mile are made by automobiles. A Complete Streets success story is Ocean Beach Blvd. in Cocoa Beach that was completed in 2009 and is now more appealing, walking and biking is safer, and property values have increased. SCTPO offered Complete Street training to 16 municipalities and 11 participated in the 2-day training and they have now adopted complete streets in their comp planning.

SCTPO has budgeted \$18M to fund Complete Street projects for FY 2015 to 2017. Those projects near the IRLNSB include: Hopkins Avenue in Titusville; A1A and North Atlantic in Cape Canaveral; A1A and Minutemen Causeway in Cocoa Beach; Peachtree St. in Cocoa; Pineapple Avenue, Hickory Street, and Front Street in Melbourne; and Palm Bay Road at US1 in Palm Bay. Funding decisions will be made in December. Plans for Corridor Studies to revitalize older roads and existing right-of-ways near the IRLNSB include: SR 406 from US 1 to Washington Avenue in Titusville; SR 3 from SR 528 to Fortenberry Road in Merritt Island; SR 520 from US I to Indian River Bridge; and Eau Gallie Boulevard from Riverside Drive to SR AIA in Indian Harbour/Melbourne. The Rail Trail in Titusville is fully funded in 2014 with a bike trail at KSC to be included. And, the Rails and Trails foundation has proposed to include a trail when *All Aboard Florida* builds the new train track from Orlando to Cocoa and Miami.

#### 4. Committee Reports

- A. Sustainability Committee – Marsha Cantrell – There was a teleconference on 7/30/13 and progress is being made.
- Kiosk and Mobile Phone App – Mike Palozzi reported the City of Titusville has a kiosk the Coalition can use and we want to educate visitors about the Byway on one side and the Titusville Byway area on the other. We will begin roughing the graphics and the Byway info and we are using the successful Black Bear's Scenic Byway kiosk program as a model and will be recognizing the supporters with plaques. The mobile phone app has been put on hold as we are focusing on making the web site phone friendly.



- Diversified Revenue Source Planning - Kathe Brewer has contacted PNC and Captain Hiram's to become sponsors and fund a kiosk or some other marketing means. She is refining her approach and presentation. Summer has been difficult as a lot of people have been on vacation.
    - Gannett Foundation Grant Application – the application is ready to submit requesting \$4,000 for construction of two kiosks.
  - PowerPoint Presentation – It was updated for Tim's presentation and is now complete.
- B. Website Committee – Nicole Holbrook – Travis is no longer with TranSystems. Nicole distributed copies of the new layout of the website showing changes with a more modern look and the navigation site map. It will be mobile responsive and will replace blog posts with Facebook news feeds. Costa Communications will do a presentation at the September meeting. **Susan Adams made a motion to proceed with website changes. Kathe Brewer seconded the motion. Unanimously approved.**

Nicole mailed a brochure to an email recipient from Two Rivers, Wisconsin who are visiting in October and she received an email regarding nominating our area for the National Geographic maps. Additional information can be found at [usgulfcoast@geotourism.com](mailto:usgulfcoast@geotourism.com). Traffic on our website from June 30-July 30 had 455 visits, 1,342 page views, average time on site 2.16 seconds, 89% were from new visits. Top ten website hits were 409-US, 8-UK, 5-Canada, 4-India and Sweden, 3-Belgium and Greenland, 2-Brazil and Germany and 1-Argentina. Within the U.S. was FL with 266, followed by NY, CA, GA, NC, TX, MA, CT and OH. From Florida: 20-Vero Beach, 19-Palm Bay, 18-Sebastian, 17-Melbourne and Orlando, 14-Goldenrod, followed by Fort Pierce, Miami and Tallahassee. City of Fellsmere is #1 referral followed by 10 from Trip Advisor, 8 from Google, 3 from Indian County Chamber, 3 from NBBD.com and Sebastian Chamber, 1 from Byways.org., and 1 from City of Cape Canaveral and FLScenicByways.com

- On-line store – Kathe Brewer is waiting on the website updates.
- C. FDOT Scenic Byway Coordinator – Garry Balogh – The 5-year FL Scenic Byway work plan is still being reviewed. October 1 is the due date for the end of the year report and he anticipates new Guidelines coming out to the Byways for following.
5. Reports of Officers
- A. President – Tim Ford – No Report.
  - B. Vice President – Richard Stillwagon – Absent – On Vacation.
  - C. Secretary – Marsha Cantrell – Richard asked her to report that he was on vacation and would be absent. She introduced Elisa Kropat who is new with the Refuge and is working with transportation issues with Titusville and the Refuge.



- “Adopt” a Meeting for 2013 – Vince Lamb has obtained a presentation for the December 5<sup>th</sup> meeting and Lisa Roberts who is the Executive Director from the Florida Wildflower Foundation will be presenting. Charlene Neuterman has adopted the November 7<sup>th</sup> meeting so we still need a presentation for the October 3<sup>rd</sup> meeting. Kathe Brewer will report back about the Brevard Zoo doing a presentation on October 3.
- D. Treasurer – Nicole Holbrook
- Status of Bank Account – Nicole reported a small variance of \$29.51 in the year-to-date Financial Statement due to an increase in in-kind expenses and Richard Stillwagon paying the corporate dues.
6. Old and Unfinished Business
- A. North Byway Extension – Bob Finck reported the contract was executed between Atkins and FDOT for extending the Byway through Titusville. So, Mike and Bob will be working on the eligibility of the new extension and will schedule a coalition kick-off meeting with the stakeholders. They will also be doing a field review to identify places of interest.
7. New Business
- A. Facebook Status – Thanks to Beth McMillen and Leesa Souto our Facebook is up and running. Please let us know of events and other “Likes” to post. Beth, Tim, and Marsha are administrators at this time.
8. Public comment
- A. Vince reported the Florida Wildflower Foundation is looking for \$100 sponsors for their Annual Meeting and Wildflower Symposium on September 27-28 in Titusville. They are bringing in expert presenters and field trip leaders from around the state and are seeking sponsors to help defray these costs. The Coalition will post the information on our website and provide to our members.
- B. Elisa announced the FL Outdoors Recreation Symposium is on September 28<sup>th</sup>, a free event at the Brevard Zoo, includes breakfast and lunch followed by a summit with an entry fee.
- C. Susan Adams announced the Visitor Center is moving forward with the scenic byway grant, but needs input for the name of the visitor center and what we would like included for the generic side of the kiosk.
- D. Leesa reported the IRL Coalition, which started in Indian River County, is actively working on a call to action to develop a unified plan to work together to restore the lagoon. They are seeking support from local businesses and leaders who value the IRL as a community amenity and to ask political leaders to take action. The purpose is to compile a list of diverse business types and individuals to show it is not just environmental groups that support the lagoon. MRC is holding the first mid-summer fundraiser event and are expecting over 100 people. The National Estuary program is planning a hands across the lagoon event on



- September 28<sup>th</sup> from 9-10am in an attempt to connect 10,000 people on 10 causeways in joining supporting hands across the lagoon.
- E. Tim was contacted by Wanda Maloney from Corridor Solutions to discuss reaching Level 2 Accreditation. We have achieved Level 1 and have accomplished some credits required for Level 2 and some required for Level 3. They can be achieved in any order. Tim and Bob will create a matrix to track the accomplishments.
9. Adjournment at 11:38am – **Susan Adams made a motion for adjournment. Leesa Souto seconded the motion. Unanimously approved.**

**Next Meeting is: September 5, 2013, 10:00 am  
Merritt Island National Wildlife Refuge Visitor Center  
Presentation: Layne Hamilton, Refuge Manager of the Merritt Island National Wildlife Refuge  
Complex, Re: 50<sup>th</sup> Refuge Anniversary and Refuge History.  
The Refuge is located in North Brevard on SR 406 (Garden Street) 4 miles east of the A. Max  
Brewer Causeway Bridge and the entrance sign will be on the right.**