



Indian River Lagoon National Scenic Byway Coalition Meeting

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

February 7, 2013; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions

Board of Directors:

Richard Stillwagon, City of Titusville – Vice President

Marsha Cantrell, Brevard County Parks and Recreation – Secretary

Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer

Officers:

Susan Adams, City of Fellsmere

Members:

Mike Palozzi, Shaw Environmental

Garry Balogh, FDOT

Marty Smithson, Sebastian Inlet District

Bob Finck, Atkins North America

Kathe Brewer, Stand Out Swag

Nanci Mitchell, Brevard County Parks and Recreation

Beth Mitchell, Sebastian River Area Chamber of Commerce

Leesa Souto, Marine Resources Council

Rodney Smith, Marine Resources Council

Diedre Jackson, Brevard County TDC

2. Approval of Minutes – January 3, 2013 Meeting

Beth Mitchell made a motion to approve minutes as presented. Marsha Cantrell seconded motion. Unanimously approved.

3. Presentation – Marty Smithson, Sebastian Inlet District

The Lagoon was hand dug by shovels in the 1890s and was eventually blasted down to the bedrock in 1948 and has kept its formation since. It was necessary to keep the inlet open for the fishery businesses. There are slow speed zones to protect the manatees and there is a mitigation plan in place to save the sea grass beds. The sea grass in the channel is removed and transplanted to the shoals to repair the crop scars. A stormwater treatment center was also built in Indian River County. The tide brings sand into the intracoastal making it shallow so the sand is dredged and pushed out to make longer stretches of beaches and to keep the channel clear. Some of the sand has been used to repair the dune that was affected by Hurricane Sandy. A management area was built by the tide pool so sand can be pumped in the summer time and not interfere with the sea turtle season. A multipurpose pier was built on 24 concrete pilings in 2010-2011. The Coconut Point area receded 200 feet and was stabilized by a rock revetment and sea grasses. The death of the sea grasses was due to an algae bloom caused by organisms living in the



water. After the algae bloom, the Brown Tide came through and caused more damage. Some upcoming projects include an inlet management plan, dune restoration, and to expand the sand trap. There is a study being done regarding the economic impact of fishing in the lagoon; it was \$400M per year within a 7 county area. The Indian River Lagoon Program is doing an economical study which should be complete in 6-8 months. There is a boating survey on Sebastianinletdistrict.com which can be completed anonymously and a marine business survey will be released soon. There is also a link to a web cam that has information on weather, water temperature, and the daily fishing report. There are over a million website hits a month.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – Teleconference Wed 1/30 @ 2pm

- 2012 Non-profit Annual Report – The annual report was distributed at the last meeting and several comments have been received. Discussed In-Kind support. The definition is typically something of cost/value that has been provided for free. The consensus was to list 4 categories; Donors, In-Kind, Coalition Members, and Coalition Supporters. The next step is to figure out who goes in which category. This will be finalized at the next sustainability committee meeting and brought back to the Coalition. It was suggested to put the finalized Annual Plan on the website.
- Donor Plan – The major projects are recommended to be kiosks and a cell phone application. Discussed the issue of right-of-way needed for the kiosks and the Coalition not owning the land. The Florida Black Bear Byway partners and works with local businesses by installing the kiosks on their lands. Garry advised he has money in the website budget for the cell phone application so we should focus on the specifics of the kiosk projects.

Beth Mitchell made a motion to make the cell phone application tour and kiosks the main priority of projects. Susan Adams seconded motion. Unanimously approved.

- CME Member Recruitment Plan – The goal is to increase membership and discover what works and what does not. Leesa suggested having a combined fundraising/networking event at the Lagoon House to show off the space and motivate those who come to become donors or members. She would like to do 2 per year and would like to have a reopening of the Lagoon House to show off what has been accomplished. Discussed the possibility of forming a new sub-committee to plan these projects with MRC.
- Website Committee – Nicole Holbrook – There were 602 visits and 91% were new visits. Received a quote from Transystems to change the website from .net to WordPress which is more user friendly and we can add and change content. The quote did not include adding additional pages, but will make sure there is enough money in the budget to include this. Garry approved and we can move forward with this project.
- On-line store – Next month Kathe will put together a dummy online store to present.

B. FDOT Scenic Byway Coordinator – Garry Balogh – April 5 is Scenic Highway Day at the Florida Georgia line. All scenic highways are allowed to set up a table with their information. TranSystems will be there handing out materials and it would be great for someone from our



Coalition to attend to represent us. There was a Return on Investment Study completed that should officially come out later next month. It found travelers are staying an average of 4 days on the byway and spending \$75 in food and gas. Garry received an email from the District 4 representative asking about the status of the grant that was awarded for the Welcome Center in Fellsmere.

5. Reports of Officers
 - A. President – Tim Ford – Tim was not able to attend the meeting. Marsha reported that Tim handed out 75 brochures at the Space Coast League of Cities that was held in Palm Bay.
 - B. Vice President – Richard Stillwagon – Nothing further to report.
 - C. Secretary – Marsha Cantrell
 - “Adopt” a Meeting for 2013 – Next meeting is March 7th in the North Area. Richard is looking for a location, but our presentation has been coordinated. The next open meeting is June 6. Volunteers were asked to adopt available spots.
 - D. Treasurer – Nicole Holbrook – There has been no activity. Currently \$650.08 in the account.
6. Old and Unfinished Business – No old or unfinished business to report.
7. New Business

Beth Mitchell – There is a new Chamber initiative where the Chamber has partnered with a travel agency to send people on trips. For the Cuba trip, there are brochures available and the website Chamberexplorations.com has information. Beth will send Mike some pictures of their booths at different events to be used for reporting purposes.

Marsha – She has one file box that contains minutes that needs to be transferred to the Chamber’s office where all the other records are stored. After the meeting she will give the box to Beth.

Complete Street Project – Garry showed them our brochure and they are working to include some of our destinations.
8. Public comment – No public comment.
9. Adjournment – Meeting adjourned at 11:43 am.

Next Meeting is: March 7, 2013, 10:00 am
Dixie Crossroads Seafood Restaurant, 1475 Garden Street, Titusville, FL 32796
Presentation: Rich Dunkel, GreenWays Trail Foundation, RE: Bi-Coastal Loop Trail (BLT)