



Indian River Lagoon National Scenic Byway Coalition Annual Meeting

Cocoa Civic Center Conference Room; 430 Delannoy Ave. Cocoa, FL 32922

January 3, 2013; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions

Officers to the 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

Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer

Board Members:

Bob Day

Members and Guests:

Diane George, Space Coast Birding & Wildlife Festival

Nanci Mitchell, Brevard County Parks and Recreation

Leesa Souto, Marine Resources Council

Beth McMillen, Marine Resources Council

Charlene Neuterman, City of Cocoa

Mike Palozzi, Shaw Environmental

Bob Finck, Atkins North America

Kathy Brewer, Stand Out Swag

Diedre Jackson, Brevard County TDC

Sandy Mickey, US Fish & Wildlife Service/MINWR

2. Approval of Minutes – December 6, 2012 Meeting

Bob Day made a motion to approve minutes as presented. Richard Stillwagon seconded motion. Unanimously approved.

3. Presentation – Diane George, RE: 16th Annual Space Coast Birding & Wildlife Festival

The Space Coast Birding & Wildlife Festival will be held January 23-28 at BCC in Titusville. To increase participation, signs are being put out along the road in front of the BCC campus. People from every state across the United States, 37 counties, and 8 countries come to the festival each year declaring it the most renowned festival in the United States. The economic impact is over \$1M to the county for things such as dining, lodging, gas, and shopping. They do an exit survey to collect the data. The Exhibit Hall features over 70 vendors, keynote speakers, art shows, children's art show, photography classes, classroom presentations, raptor bird display, pelagic boat trip to the ocean to view wildlife, and silent auction. The money raised from the silent auction helps fund the next year's festival. The admission is free, although the shops, presentations, and field trips have a fee. They are still looking for volunteers for the festival and to help with stuffing the bags. The 2nd Annual Fundraiser will be held at the Brevard Zoo on January 19th from 5:30pm-8:00pm;



there will be food and an up close encounter with the raptor birds. In April there will be a Brevard Wildlife Corridor Expedition which will feature nature activities and excursions from North Brevard to South Brevard.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell

- Donor Letter – A draft introductory letter was handed out for review. The intent is a 3 paragraph letter. The first paragraph will inform the potential donor of our mission and what the Coalition stands for; the second paragraph will discuss the projects we are looking to complete which can be altered to fit the organization/individual the letter is going to; and the third paragraph is the closing statement. It was discussed that perhaps we should start with the cell phone tour of the byway since we don't need permission to accomplish this unlike the kiosks which will need to have locations designated and an agreement in place since we do not own land. The Sustainability Committee will prioritize projects, make changes to the letter and bring back to the next meeting for approval.
- Community Awareness – The Coalition will have exposure at the Birding & Wildlife Festival January 23rd-28th (Bob D.), Frog Leg Festival January 17th-20th (Nicole), Sebastian River Fine Arts Festival 19th-20th (Nicole), and League of Cities meeting January 14th at Palm Bay Hospital at 7pm (Tim); brochures will be available at all events. All event dates will be sent to Travis Johnson to add them to the statewide events calendar and social media sites. The Grant Seafood Festival will be held the first weekend in March.

B. Website Committee – Nicole Holbrook – Reviewed Google analytics report for 2012; 3,966 total site visits; 83% are new visits; top referrals sites are Google, Yahoo, Bing; referrals from municipality sites, and direct traffic.

- On-line store – Kathe has a trade show in 3 days and will report back at the next meeting.

C. Public Relations Committee – Susan Adams – It was previously agreed this committee would be combined with the Sustainability Committee and can now be deleted from future agendas.

D. FDOT Scenic Byway Coordinator – Garry Balogh – was not present on way to Key West.

5. Reports of Officers

A. President – Tim Ford – The President's Yearly Report: Coalition's accomplishments this year have been: Level 1 Accreditation status, revised mission/vision statements, over \$500 in account, formed a member list, obtained a post office box, opened a bank account, adopted a donor plan, community awareness presentations, attended special events, recruitment efforts through letters, promotion of the byway through brochures, website upgrades, National Scenic Byway Grant awarded to City of Fellsmere, sent a letter lobbying supporting for the NSB program, and helped sponsor Florida Wildflower Grant and Titusville's Visit Florida billboard. There will be an Eco-Escape Day at the Ted Moorhead Lagoon house on January 12th.



- B. Vice President – Richard Stillwagon – The Mayor of Titusville is interested in extending the byway North to the Canaveral National Seashore area and for the Bicycle Loop. Discussions will be held with Garry.
- C. Secretary – Marsha Cantrell
- “Adopt” a Meeting for 2013 – Still looking for people to host a meeting and/or book a presentation. Please let Marsha know of your interest.
 - IRL minutes/records – Marsha will box up and transfer the files she has and give to the Sebastian River Area Chamber of Commerce where all the records of the Coalition are being stored.
- D. Treasurer – Nicole Holbrook – Currently there is \$658 in the bank account. Nicole presented the 2012 and 2013 Budgets. The 2012 Operating Budget vs. Year To Date was reviewed; the difference was less than anticipated. She reviewed the Proposed 2013 Budget.
6. Old and Unfinished Business – No old or unfinished business to discuss.
7. New Business
- A. Annual Meeting – Election of Board Members/Officers – The candidates submitted by the Nominating Committee were distributed and read aloud: Tim Ford, President; Richard Stillwagon, Vice-President; Marsha Cantrell, Secretary; Nicole Holbrook, Treasurer; Bob Day, Board Member; and Celeste Henry, Board Member. No additional nominations were submitted from the floor.
- Bob Day made motion to elect the Board Members and Officers that have been nominated. Kathe Brewer seconded motion. Unanimously approved.***
8. Public comment – No public comment.
9. Adjournment
- Meeting adjourned at 11:04am.

Next Meeting is: February 7, 2013, 10:00 am
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905
Presentation: Marty Smithson, Sebastian Inlet District