

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905
January 7, 2016

Meeting Notes

1. Call to Order – 10:00 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Nicole Holbrook, Greater Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Palm Bay Resident

Celeste Henry, City of Melbourne Beautification (Late)

Susan Adams, Mayor of Fellsmere (teleconference)

Members/Guests:

Ann Mayer, Marine Resources Council (MRC)

Karen Wilharm, Atkins

Marsha Cantrell, Rockledge Resident

Sandy Mickey, Brevard County TPO

Kim King-Wrenn, FWS, Merritt Island Wildlife Refuge

Since there was not a quorum of Board Members at the initial start of the meeting, the adoption of the meeting notes/minutes and the Annual Board Membership Election and Election of Officers were delayed until later in the meeting.

2. Presentation – None

3. Mini-Signing Plan Update – Karen Wilharm, Atkins, gave an update on the status of the mini-signing plan. A complaint had been received regarding the scarcity of Scenic Byway designation signs in the Grant area on US-1. The Florida Department of Transportation (FDOT) Traffic Operations Divisions in FDOT Districts 4 (Indian River) & 5 (Brevard) were tasked with surveying US-1 from Cocoa to Wabasso to determine where signs are missing and/or can be installed. The consultants should be submitting a plan this month. A work order will issued to install the missing signs after the plan is submitted and the signs should be installed by June 2016.

Tim Ford informed the members that Susan Adams had emailed him that morning that the Travel Channel was going to be filming at her restaurant that day and she was busy preparing for the filming at the restaurant and would not be able to attend the meeting but if needed for a quorum, she would be available by telephone. The Coalition's Bylaws were checked to see if attending by telephone was permitted. The Bylaws allowed telephone attendance provided the members attending approved. There was no opposition to Ms. Adams attending the meeting by telephone. Ms. Adams was called and attended the meeting via speakerphone. A quorum was now present to proceed with meeting action items.

4. Adoption of Minutes – A motion was made by Beth Blackford, seconded by Nicole Holbrook to approve the December meeting notes/minutes. The motion was unanimously approved.

5. Annual Board Membership Election and Election of Officers – Tim Ford provided a list of vacant Board Seats and a list of the people nominated for the seats. Marsha Cantrell was nominated for the vacated seat with a 2016 term; Mary Chapman was nominated for the vacated seat with a 2017 term; Celeste Henry and Anne Mayer were nominated for the open seats with a full term ending in 2018. Mr. Ford asked if there were any other nominees. Seeing none, Mr. Ford asked for a motion to approve the list of nominees, as there was no opposition to any of the seats. A motion was made by Nicole Holbrook and seconded by Marsha Cantrell to approve those individuals nominated. The motion was approved unanimously by those in attendance. (The election of Officers occurred later in the meeting).

At this time, Celeste Henry arrived at the meeting and Susan Adams left the meeting via telephone.

6. Brochure Print Update – Mr. Ford stated that he had picked up four (4) boxes of brochures from the Tourist Development Council (TDC) for distribution in the north end of the Byway Corridor. Tim said that Bob Day had picked up the remaining boxes of brochures not needed by the TDC and delivered them to the Greater Sebastian River Area Chamber of Commerce in Sebastian and to the Ted Moorhead Lagoon House. There was some question as to whether the Marine Resources Council had received the brochures. (Later in the meeting, the boxes of new brochures were found). A plan to distribute the brochures was needed. Mr. Ford mentioned that he had delivered a box to the Merritt Island Wildlife Refuge, the Dixie Crossroads Restaurant, and the Greater Titusville Chamber of Commerce. Mr. Ford also delivered 60 brochures to a business called Kayaks by Bo in Titusville and approximately 30 brochures to the Canaveral National Seashore Administration Offices in Titusville. Discussion ensued about where brochures could be distributed such as Chamber of Commerces, tourist sites, the Port, and the Environmental Learning Centers in Brevard and Indian River Counties. The item will be discussed at the next Sustainability Committee meeting.

Beth Blackford stated that she was volunteering to help with the Birding Festival to be held in Titusville from January 20th to 25th and that there was a volunteer day on Saturday the 9th to stuff attendee goodie bags. Beth asked to collect all of the old brochures at the MRC and Sebastian Chamber to be used for the attendee goodie bags. The Coalition had no issue with getting rid of the old brochures in this manner.

7. Sustainability of the Coalition - Mr. Ford asked members to recruit at least one other person who they thought might be interested in the Byway Coalition to attend future meetings. Tim further mentioned that Mike Palozzi had met with Vicky Dorman about possible working on marketing for the Byway.
8. Development of 2016 Operating Budget – Treasurer Nicole Holbrook handed out and went over a 2016 Operating Budget. The Coalition accepted the proposed budget and thanked Nicole for her work.
9. Committee Reports -
 - a. Bylaw Revisions – Mr. Ford noted that the draft revised Bylaws were adopted at the December 2015, meeting and that Mary Chapman was working on providing a clean copy of the updated Bylaws to the members. The clean copy had not been received yet.

- b. Website Committee – Nicole Holbrook provided an update on her discussion with Sailforth Productions on possible uploads of the Byway Video to the webpage, linking the revised brochure to the webpage, moving the events calendar to the Byway main page, updating WordPress and scanning the site. Sailforth estimated that it would cost \$720 to upload the videos, \$60 to link the new brochure, and \$120 to scan the site. After some discussion, the Coalition determined to hold off on doing any of the work due to lack of funds. It was recommended that a link to the videos on YouTube could be added to the site.
10. Election of Board Officers – At this time, Mr. Ford realized that the election of officers had not occurred. The following nominations were made:
President – Tim Ford
Vice President – Bob Day
Treasurer – Nicole Holbrook
There was no nomination for Secretary as no one volunteered for the position. A motion was made by Marsha Cantrell and seconded by Anne Mayer to approve the individuals nominated for the officer positions. The Board members approved the motion unanimously.
11. Report of Officers
 - a. President – Mr. Ford updated the members on his meeting with Steve Soltesz from UBS and the Suntree Rotary regarding a donation to the Scenic Byway. Mr. Soltesz could not commit to UBS providing a donation however; he said that the Suntree Rotary Club may be interested in sponsoring an informational kiosk at Rotary Park, which is located on US-1 and the Lagoon near Suntree Boulevard and US-1. Mr. Ford said that he was scheduled to speak to the Suntree Rotary Club on April 1, 2016 at 7:30 at the Suntree Country Club.
Mr. Ford mentioned that the Coalition needed to renew its corporation registration with the State and the cost was \$62.25.
 - b. Vice President – Not in attendance due to a conflict.
 - c. Treasurer – Nicole Holbrook reported that there was \$475.43 in the account and that a donation was just received from Anne Mayer that increased the account to \$525.43.
12. Florida Scenic Highways Program Update – Mr. Ford stated that he had completed the FDOT Scenic Byway Annual Report that had a February 1, 2016 submittal date. Copies of the report were handed out to those who wanted a copy. Mr. Ford said he was going to submit the report the next day, January 8th. Mr. Ford also reported that the Byway consultants were working on the Not for Profit Annual Report for the Coalition.
13. New Business – It was noted that the Coalition’s 2016 Meeting schedule of meeting every odd month including meeting locations at the Lagoon House, Fellsmere Welcome Center in May and the Pelican Porch Visitor’s Center at the Sebastian Chamber in November needed to be approved by the Coalition. A motion was made by Beth Blackford and seconded by Anne Mayer to approve the meeting schedule and locations. The motion was approved unanimously.
14. Public Comment – Celeste Henry announced that the Old Pineapple Inn Bed & Breakfast was no more as it had been sold for use as a private residence. An estate sale was scheduled to be held on January 15th, 16th and 17th.

The meeting adjourned at 10:55 a.m.