



**Indian River Lagoon National Scenic Byway Coalition Meeting**  
**Cocoa Civic Center Conference Room; 430 Delannoy Ave., Cocoa, FL 32922**  
**November 7, 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 – Vice President  
Marsha Cantrell, Brevard County Parks and Recreation – Secretary  
Nicole Capp Holbrook, Sebastian Area Chamber of Commerce – Treasurer

**Board Members:**

Robert (Bob) Day, MRC, Resident

**Members and Guests:**

Bill Klein, Titusville Environmental Council  
Charlene Neuterman, City of Cocoa  
Elizabeth Blackford, Lagoon House Welcome Center, Palm Bay  
Jeremy Phelps, Historic Cocoa Village Playhouse, Technical Staff Member  
Jim Tulley, City of Titusville  
Kelley Gaines, Costa Communications Group  
Leigh Holt, Transportation Planning Organization  
Marlys Breckle, Master Gardener  
Mary Williams, Brevard County Parks and Recreation  
Robert Finck, Jr., Atkins North America, Inc.  
Stacey Hawkins-Smith, Historic Cocoa Village Playhouse, Executive Director

2. Approval of Minutes – October 3, 2013 Meeting - Marsha Cantrell noted the minutes that were emailed incorrectly listed September as the month and Bob Day noted he is not with the Anglers for Conservation. **Bob Day made a motion to approve the October Minutes as corrected. Richard Stillwagon seconded the motion. Unanimously approved.**
3. Presentation –
  - A. Dr. Stacey Hawkins-Smith, Historic Cocoa Village Playhouse, Executive Director. She is referred to as the Drama-Mama of The Historic Cocoa Village Playhouse and has been there for 23 years since 1989. Jeremy Phelps, Technical Staff Member, displayed a series of pre and post renovation photos beginning with the first rendering 16 years ago then followed by the dressing room, the new orchestra pit, rows of seats, the balcony area, and the new chandelier lighting. The Playhouse was built in 1924 and opened as a silent movie theater. It is now a working and operating community theater seating 595 people after adding 95 seats to the balcony area. The renovations were completed in 90-days during the summer without interrupting regular programming. Future plans for the 2014 summer are to renovate the lobby and mezzanine areas and move the box office to the Cocoa Civic Center.

Their Brochure reads “Experience World Class Theater In Your Community” as Tony Macaulay, a famous songwriter from London, deemed it a “World Class Theater” due to its beauty and



his claims that many of the community performers were as good as professionals. Many of the performers are also volunteers for a base of 400. They opened in the newly renovated auditorium with the World Premier of *Build Me Up Buttercup* written by Tony Macaulay with producers from New York and London who licensed the show by the team from *Wicked*. It premiered in a workshop form in London and will soon be going on tour in the UK. The Playhouse is owned by the City of Cocoa and leased to the community theatre. The City was awarded and matched a \$500K Cultural Facilities Grant for the renovations for a total of \$1.5M raised collectively to complete the renovations.

The 25<sup>th</sup> season begins with the September opening of *Miss Saigon* and a Gala scheduled for September 12, 2014. A season ticket is 4 choices of any show in the brochure, additional discounted tickets, choice of seating, and your name in the Program. They are known as "Broadway on Brevard", named by their patrons, but they are officially the Historic Cocoa Village Playhouse, Inc.

- B. Kelly Gaines, Costa Communications Group. Kelly displayed the new website and advised she would email Nicole Holbrook a link to share to be able to scroll through the new website pages. They want to complete programming the test link and coding the pages in December and to go live in January. She suggested that two people be trained on Word Press. It is user friendly and will track who made the last changes to the web. Most of the copy is in Greek or Latin text and will be updated later. Main links across the top of each page will be HOME, ABOUT, TRAVELER'S GUIDE, KID'S CORNER, MEDIA GALLERY and CONTACT with Facebook, Twitter, YouTube icons and a Search box. On the HOME page are 3 sections for quick links to NATURE, RECREATION, and CULTURE, and other links to Plan Your Trip IRLSB Interactive Map, Calendar, Visit Online Store, and Sponsors. The Footer area will be the same on each page as an anchor with Recent Facebook Posts and links to Download the Travel Guide, Subscribe to IRL Byway, and Byway Photos. The Homepage main links are repeated at the bottom. The ABOUT THE BYWAY page contains Our Vision and History with links to History, Members, Merchandise, Get Involved, and Resources. The MEMBERS page states Corridor Management Entity; however, it was agreed it should read Coalition Management Entity. The MEMBERS page includes History of the IRL Byway CME, Our Defining Values, IRLNSB Board of Directors, Meeting Minutes, Agenda, Our Accomplishments, with links to the Board of Directors Manual, 5-Year CMP Report, Donate Today, Get Involved, and Meetings Archive. The Brochure will be available on each page. The thought is to create a media gallery of scrolling old photos. The TRAVELER'S GUIDE page has links to Along the Byway, Interactive Map, Communities, Event Calendar, NATURAL AREAS, RECREATION, CULTURAL SITES, and BYWAY SIDE TRIPS. It was suggested to list the two Counties then have links to their respective Communities. The KID'S CORNER needs info and historical photos are needed for the MEDIA GALLERY. The CONTACT page has a form for visitors to fill out for comments and selection options to request more



information and the mailing address, phone number and email address is listed. Any comments on the web should be provided to Nicole who will forward to Kelly.

4. Committee Reports
  - A. Sustainability Committee – Marsha Cantrell – Teleconference meeting held 10/30/13.
    - Kiosk and Mobile Phone App – Bob Finck distributed the graphics for the 2-sided kiosk at Riverside Park in Titusville. The logo for the City needs to be added. One side will be local info and the opposite side will be info on the entire byway.
  - B. Website Committee – Nicole Holbrook – 579 hits in the last month.
  - C. On-line store – Pending website upgrade.
5. Reports of Officers
  - A. President – Tim Ford – Richard Stillwagon is the Nominating Committee. Please let Richard know if you are interested in being an Officer/Board Member.
  - B. Vice President – Richard Stillwagon – The North Byway Extension application was signed.
  - C. Secretary – Marsha Cantrell
    - “Adopt” a Meeting for 2014 – The next meeting is December 5<sup>th</sup> at the Ted Moorhead Lagoon House with presentation from Lisa Roberts, Executive Director of the Florida Wildlife Foundation. The Annual Meeting will be January 9<sup>th</sup> at the Sebastian Fishing Museum near Sebastian Inlet. Nicole will check to see if there are any entry/parking fees. Marsha will be sending out the 2014 Calendar for “meeting adoption”.
  - D. Treasurer – Nicole Holbrook
    - Status of Bank Account – No activity since last meeting leaving the balance of \$652.08.
6. Old and Unfinished Business
  - A. North Byway Extension – Tim signed a letter supporting the application and the application is expected to be submitted to FDOT by early December. Bob Finck will have the draft application ready for internal review within the month and he will draft a letter of support template to send out next week.
  - B. Level 2 Accreditation – Tim reported the Annual Report was accepted for Level 2 Accreditation. He spoke to Wanda Maloney from Corridor Solutions about our website and web advertising. The new website should be approved once it is up and running.
7. New Business – Bob Day reported the Birding & Wildlife Festival is January 22<sup>nd</sup> – 27<sup>th</sup> and he will need IRLNSBC brochures to distribute; and TDC now has a “Your Adventure Destination” magazine that features lots of the spots along the Byway.
8. Public comment – No comments.
9. Adjournment at 11:27 a.m.

**Next Meeting is: December 5, 2013, 10:00 am**  
**The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905**  
**Presentation: Lisa Roberts, Executive Director, Re: Florida Wildflower Foundation**