



Indian River Lagoon National Scenic Byway Coalition Meeting

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

October 3, 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, Anglers for Conservation, Resident

Susan Adams, City of Fellsmere

Members and Guests:

Amy Fenwick Reaume, Brevard Zoo

Beth McMillen, MRC

Garry Balogh, FDOT

Kathe Brewer, Stand Out Swag

Mary Williams, Brevard County Parks and Recreation

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

Sueann Thomaston, City of Melbourne

Ted Moorhead, MRC

2. Approval of Minutes – October 3, 2013 Meeting

Richard Stillwagon made a motion to approve the August Minutes. Susan Adams seconded the motion. No discussion. Unanimously approved.

3. Presentation - The Brevard Zoo: Amy Fenwick Reaume graduated from Florida Tech before becoming the Conservation Coordinator at the Brevard Zoo. The Zoo has been open since 1994 and coming up on their 20th Anniversary. They have over 400,000 guests a year, increasing each year, with over 650 animals of 165 species. The Zoo was funded and built by community support with over 16,000 volunteers and it was “The World’s Largest Volunteer Community Zoo Build”. Their mission statement is “*Wildlife Conservation through Education and Participation*”. Since 2001 they have awarded \$446,000 to local and international conservation programs. In 2011 they began the Quarters for Conservation Program and have raised over \$90,000. Three different conservation projects are highlighted each quarter and guests vote for the one that inspires them the most.

The Perdido Key Beach Mouse Captive Breeding and Release Program is for an endangered subspecies found on a small island off the panhandle of FL with a small population vulnerable to extinction. U.S. Fish and Wildlife approached the Zoo in 2007 as they were unsuccessful in breeding them. The Zoo created a similar environment to their natural habitat as mice will breed rapidly if they are happy and eventually they were released back to Perdido Key with tiny radio collars that are monitored.

www.indianriverlagoonbyway.com

PO Box 560902 Rockledge, FL 32956-0902



The Florida Scrub Jay Translocation Monitoring Program is a project since 2004 as the habitats are only found in Florida. The construction in Palm Bay was around some scrub habitats making them functionally extinct so the Jays were relocated to conservation lands.

There is an Adopt a Mangrove Program that engages people to foster a mangrove at home then return it to plant along the shoreline. Mangroves are an important habitat in removing nutrients and filtering the shoreline.

The Diamondback Terrapin Turtle Program is new. They are a brackish water turtle with unique colorations. The Tequesta sub-species are found in our area and their population declined when they were almost hunted to extinction for turtle soup in the late 1800's and early 1900's. Current decline is due to construction of roads and buildings, car strikes, getting stuck and drowning in baited crab traps, and raccoons.

The Oyster Reef Restoration Program has over 36,000 volunteers. They have made over 31,000 oyster restoration mats and over 58 oyster reefs have been restored in the Mosquito Lagoon; producing up to 100 oysters per mat per year. One oyster can filter 50 gallons of water a day. Other Programs are the Frog Watch Program and Butterfly Monitoring and Pollinators Programs.

4. Committee Reports

- A. Sustainability Committee – Marsha Cantrell – Reported teleconference on 9/25/13.
- Donor Plan – Kathe Brewer is contacting PNC and Captain Hiram's and finalizing her presentation for donations and revenues.
 - Kiosk and Mobile Phone App – The Mobile Phone App is put on hold till next year. The new website will be Mobile Phone friendly. Titusville has donated an empty kiosk at what was known as Kirk Point Park located near the Knox McRae intersection on US1. The park is not officially named but is now called Riverfront Park. It has a kiosk, boardwalk, pier, parking and a picnic table. The graphics for the kiosk are being finalized and are expected to be complete by the next meeting.
- B. Website Committee – Nicole Holbrook – She received an email from Cocoa Beach Storm Water Utilities requesting membership info. The website traffic report shows 454 visits, average time 1.35 seconds, 1,357 page views, 91% new to the site, 463 from US, 4 from Canada, 3 from UK and 2 each from Norway, Russia and Sweden. FL was the majority with 314 visiting followed by CA, NC, GA, IL, NY, KY, MD and OH. Within FL, most are visiting from Space Coast Area, Melbourne, Palm Bay, Vero Beach, Merritt Island, Sebastian, Hialeah, Port St. Lucie, Tampa, Rockledge, and Satellite Beach. Most referrals are coming from Google, the City of Fellsmere, Yahoo, Bing, and AOL. A Website Committee is being formulated to update the different sections on the website. The two website drafts were combined using the more earthy tones layout with the blue color schemes and they are now working on the inside pages. Costa will present at the November meeting.



- On-line store – Pending website upgrade.
- C. FDOT Scenic Byway Coordinator – Garry Balogh – Garry has received the FL Scenic Highway Program 3-Year Work Plan that was reduced from 36 pages to 5 pages. It has a mission, vision, and goals. The Mission is “to Help FL Communities deliver high quality experience to visitors” and the Vision is “well-known for promoting economic development enhancing local quality of life and conserving important resources.” It was changed from a 5-year work plan to a 3-year. The Department’s goal is to promote the FL’s Scenic Highway as a unique travel experience and promote the FL’s 24 Byways as a collection, nationally and internationally. There is no dedicated funding for these corridors.
5. Reports of Officers
- A. President – Tim Ford – Tim is now the Interim Growth Management Director for the City of Palm Bay. He attended the Brevard City Manager’s Association Meeting on 9/20/13 and presented the Coalition brochure. Tim introduced Ted Moorhead who was the original President of the Coalition. Ted advised he was required to submit a video of the corridor. He did it in one take without any editing capabilities and Tallahassee said it was the best they had ever seen. Garry has a copy and will have it converted to a DVD for the files.
- B. Vice President – Richard Stillwagon – Richard has been working on the kiosk with Bob Finck and Mike Palozzi. He has also been working on a Rapid Processing Prevention Improvement job for the City of Titusville.
- C. Secretary – Marsha Cantrell – The Board of County Commissioners adopted the FY 13-14 budget.
- “Adopt” a Meeting for 2014 – The calendar is being worked on and it was suggested to move the January 2nd meeting to January 9th, due to the New Year holiday.
Robert Day made a motion to approve moving the meeting to the 9th, Richard Stillwagon seconded. No discussion. Unanimously approved.
Marsha advised when rotating the meetings we are attempting to use these Areas: North Area from SR 402 to Pineda Causeway, Central Area from Pineda Causeway to Palm Bay, and South Area from Palm Bay to Wabasso Causeway. Other meeting venues were suggested and discussed.
- D. Treasurer – Nicole Holbrook
- Status of Bank Account – There was one \$72 transaction last month for web hosting leaving a balance of \$652.08.
Robert Day made a motion to accept the bank report. Kathe Brewer seconded the motion. No discussion. Unanimously approved.
 - Yearly Budget Comparison – The revenue year-to-date to is \$1,050, including in-kind donations. Total expenditures are \$1,151.51, with a variance of -\$101.51 as donations are down against what was budgeted.
6. Old and Unfinished Business
- A. North Byway Extension – Robert Finck received input from NASA, FWC and City of Titusville attendees from last month’s Kick-Off Meeting. Mike and Robert are working on letters of



- intent and support for the extension. The letters should be drafted by next month for final review to send to the State by January.
- B. Level 2 Accreditation – Tim submitted 3 documents last month and hasn't heard anything back. He hopes to submit something in October as well.
 7. New Business – Bob Day reported the Brevard County Commissioners are having a Lagoon Health Workshop on October 17th at 6:00 p.m. at the Lagoon House. He is doing the Thousand Islands Workshop on November 2nd and has brochures. The Birding & Wildlife Festival will be in late January. Gainesville is now having a festival and similar festivals are being planned in other places.
 8. Public comment – No comments.
 9. Adjournment at 11:08 a.m.

Next Meeting is: November 7, 2013, 10:00 am
Cocoa Civic Center Conference Room; 430 Delannoy Ave. Cocoa, FL 32922
Presentation: Dr. Anastacia Hawkins-Smith, Executive Director, and Jeremy Phelps, Technical Staff Member, Re: Historic Cocoa Village Playhouse