



**Indian River Lagoon National Scenic Byway Coalition Meeting
Marsh Landing Restaurant, 44 N. Broadway, Fellsmere, FL 32948**

September 4, 2014; 10:00 am

MEETING MINUTES

1. Call to Order 10:03 a.m./Roll Call/Introductions

Board of Directors:

Tim Ford, City of Palm Bay, President
Robert (Bob) Day, Vice President
Marsha Cantrell, Brevard County Parks and Recreation, Secretary
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford
Celeste Henry, City of Melbourne, Chairman, Beautification and Environmental Committee
Kathe Brewer, Stand Out Swag
Richard Stillwagon, City of Titusville
Susan Adams, City of Fellsmere

Members and Guests:

Deidre Jackson, Space Coast Office of Tourism
Garry Balogh, FDOT-Deland
Gerald Piper, P&Z Communications
Ken Kasweck, Marine Resources Council
Lance Decuir, Atkins North America
Mark Mathes, City of Fellsmere
Mary Williams, Brevard County Parks and Recreation
Phil Davis, Sailforth Productions
Theresa Bassing, Reliance Trust Realty
Stephanie Liskey, Sailforth Productions

2. Approval of Minutes – August 7, 2014 Meeting – Marsha Cantrell stated two typo's were corrected. **Kathe Brewer made a motion to approve the August Minutes as noted. Susan Adams seconded the motion. Unanimously approved.**
3. Presentation –
 - A. Mark Mathes, City of Fellsmere, provided PowerPoint on the Fellsmere Welcome Center master plan showing it is located near I-95 and includes: welcome center, playground, trailhead, picnic pavilion, bathrooms, and camping areas. They received a byway grant for \$35,000 for displays and they are looking at interactive rather than static displays and they are researching options. The welcome center will be a 1,200 sq. ft. building with two 300 sq. ft. open air pavilions on each side for outdoor classroom opportunities. Plans from an existing Trail Head will be used with a style historically accurate to old Florida and modifying it to accommodate their needs. A brochure rack is planned for local points of interest and Byway brochures will be displayed. A name hasn't been selected for the center and suggestions are requested. The focus will be on the history of the south area of the Byway

www.indianriverlagoonbyway.com

PO Box 560902 Rockledge, FL 32956-0902

but not limited. Bids are expected to be advertised in October with construction to begin in November or December with a 9-month construction schedule. Signs are needed and DOT has Statutes and Regulations that govern what is allowed on I-95 and CR-512. Local visitor centers require a certain amount of attendance to justify a sign on the interstate. The Buffer Preserve and other activities may lead people to the Welcome Center. The park will have a soft Grand Opening and Ribbon Cutting in the winter of 2015. A new pedestrian overpass funded by DOT, County, and City will connect the greenways trail starting at the lagoon and will eventually run west of Fellsmere to what will be the new Headwaters Lake when SJRWMD floods it. There is an old rail in the area called the Transporter Railroad aka Dinky Line.

- B. The National Elephant Center – The Scheduled Presenter Did Not Show. Susan Adams reported what she knew: they are negotiating for more elephants, they've started a new membership program (i.e. "Friends of the Elephants"), and they are constructing another barn. The Center will be utilizing office space in the old school and desks at City Hall which are not being used by City Council Member's for a physical location in town. They have a new Executive Director who is doing some great things with new activities. It is not open to the public as they found it overwhelming to prioritize groups and is why they started the membership program. Their first elephants and most of the handlers came from Disney but they are not affiliated with Disney and are affiliated with the Association of Zoos and Aquariums.

4. Committee Reports

- Sustainability Committee – Marsha Cantrell Teleconference meeting was held at 10:00 am on August 25, 2014.
 - Kiosks – Eau Gallie Arts District has the permits in hand, the contractor is lined up, graphics are finalized, just waiting for the construction schedule from Vicky Dorman at EGAD for an unveiling of their kiosk to be erected in November. Richard Stillwagon is working with the City of Titusville kiosk as the posters are ready to install.
 - Business Partner Program
 - Partner Name (Lagoones) – Suggestions were discussed: Mullet, Gator, Minnow, Space Gators, River Rats, Lagoonites, Bioluminescent Byways, Chums, Mates, and Buddies. It was agreed to go forward with individual donor names.
Susan Adams motioned to go forward as individual donors. Bob Day seconded the motion. Unanimously approved.
 - Donation Levels and Sponsor Benefits – It was agreed to provide vouchers based on the level of donation and the donor could then select from the store what they wanted using their voucher.
- Website Committee – Nicole Holbrook – No emails were received at info@indianriverlagoonbyway.com, analytical rankings for our new website from Aug 1 – Sep 2 are 344 sessions, 289 users, 1,027 page views, 3 minutes and 2 seconds average time on page, 3 average pages visited, 81.10% were new sessions, 44.19% bounce rate (go on a site and get off quick and is best to be under 50%). Top 10 Countries sessions following the U.S. at 261 are Vietnam-29, Brazil-14, UK-9, Canada-5, Hong Kong-5, India-5, Portugal-3, Japan-2 and Mexico-2. Top 10 States following FL with 195 are PA-7, KY-5, NY-6, OH-5, UT-4, VA-4, GA-3,

MA-3, and NC-3. Top 10 Cities following Melbourne and Winter Park each with 14 are Port St. Lucie-13, Vero Beach-11, Bay Lake-11, Sebastian-9, Orlando-7, Palm Bay-7, Stuart-7 and Cape Canaveral-5. Nicole paid for a new website hosting plan for \$59.40 which is Windows based versus \$72 for Linux last year. She is drafting a press release with details of the new website features to be reviewed. Please forward her events to add to the website calendar. Nicole and Kathe Brewer had a mini-class by telephone on the new website and they have the manual to review.

- On-line store – Kathe Brewer advised she’s been having some computer issues and hopes to have the store online next week.
- Social Media Coordinator – Kathe Brewer – Facebook had 50 new Likes last month, averaging 5-10 a week, a lot of pages are being shared, and up to 387 people that Like our page. Encourage people to Like our page so it will increase the statistics. She is still working on the LinkedIn page and it’s getting 1-2 people to join on a regular bases. Please forward any events to Tim, Marsha, and Kathe to add to Facebook. Beth Blackford found some templates for the privacy policy issue; however, it’s thorny and she’s looking for guidance and feedback and attending a workshop next week for non-profits on this topic.
- FDOT Scenic Byway Coordinator – Garry Balogh – The Northern Extension, the 3rd Byway Extension, is complete. The Scenic Highway Advisory Committee meets in January and April. More letters of support are needed. We may get on the January agenda or it may be pushed to April. The Committee issues their opinion to the secretary of DOT to decide on the designation. Lance Decuir will start on the signing plan that must be coordinated with Canaveral National Seashore, KSC, Merritt Island National Wildlife Refuge, Brevard County, Volusia County and DOT. Phil Davis and Stephanie Liskey with Sailforth Productions are here today as they may be doing a Byway corridor video like the one they did for the Black Bear Byway. Tallahassee sent Garry an email that a Business Director of Oak Hill may want to donate land for a visitor’s center.

5. Reports of Officers

- A. President – Tim Ford – Thanked Richard Stillwagon for info regarding organizations that solicit funds may need to register with the State. We are exempt as we have not had fund raisers and take donations. Tim submitted an application to register as an exempt organization. We will need a disclosure statement on our website stating what the donations will be used for.
- B. Vice President – Bob Day – No report.
- C. Secretary – Marsha Cantrell – Next meeting is October 2nd at the Lagoon House with Leigh Holt from Brevard TPO providing a presentation on “Brevard County Trails Update”.
 - “Adopt” a Meeting for 2014 – Bob will finalize the November meeting location and presentation and we still need a December presentation at the Lagoon House (note after the meeting it was agreed that Sailforth Productions will provide the December presentation).
- D. Treasurer – Nicole Holbrook
 - Status of Bank Account – Web hosting was \$59.40 leaving a balance of \$614.68.

- Yearly Budget Comparison – Year-to-date reflects domain renewals the Chamber paid as in-kind donation and annual corporate dues with a difference of -\$37.40 with budget to actuals.
6. Old and Unfinished Business
 - North Byway Extension – Need additional letters of support. A letter was received from the Palm Bay Chamber.
 - Level 2 Accreditation – Discussed options for obtaining Level 2 Accreditation finalizing the Donor Plan and the Volunteer Program.
 7. New Business – No new business.
 8. Public comment – It was suggested that FIT and East Florida State College be contacted for their involvement and representation with the Coalition.
 9. Adjournment – 11:01 a.m.

Next Meeting is: October 2, 2014

**The Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905
Presentation: Leigh Holt, Brevard Transportation Planning Office, RE: Brevard County Trails
Update**