

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
St. Sebastian River Preserve State Park Visitor's Center, 990 Buffer Preserve Dr., Fellsmere, FL 32948
November 3, 2017

Meeting Notes

1. Call to Order – 10:05 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Bob Day, Citizen, Vice President,

Nicole Capp-Holbrook, Sebastian River Area Chamber of Commerce, Treasurer

Board Members:

Susan Adams, Indian River County Commissioner

Marsha Cantrell, Brevard County resident

Members/Guests:

Karen Ford, Atkins

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

Michael Palozzi, Atkins

Lisa Hickman, Space Coast TPO

Pam Hiler, St. Sebastian River Preserve

Christy Smiley, Tangent Media

Doug Smiley, Tangent Media

2. Presentation: Pam Hiler from the St. Sebastian River Preserve State Park provided information about the 23,000-acre preserve. Ms. Hiler informed the Coalition about the preserve's boundaries and trails, the activities such as hiking, biking, horseback riding and primitive camping that occurs at the preserve, the wildlife and vegetation of the preserve, and the history and use of the property prior to becoming a preserve.

3. Website Update: Doug & Christy Smiley provided an update on the Indian River Lagoon National Scenic Byway's new website by providing a tour of the draft website. The tour included a home page video; a look at Feature Destinations; video snippets of the Byway's 30 minute video; Resource Categories such as history, natural, cultural, visitor centers, and electric vehicle charging station locations by north, south and central portions of the Byway; Traveler's Guide section with an interactive map that will load much faster than the present web site, events, communities, printable map and printable brochure; Get Involved section; etc. Locations/destinations with child activities will have a Kid Friendly designation. Resource designations will be able to be filtered by resource on the map. The webpage will be mobile phone responsive. The Coalition requested that the Fellsmere Visitor Center be added to the section on Visitor Centers. Discussion ensued about various aspects of the webpage. Communities and members can send high-resolution photos for the web site to Mike Palozzi

(Michael.palozzi@atkinsglobal.com) or Karen Ford (Karen.ford@atkinsglobal.com). The draft webpage can be viewed at indianriverbyway.tangentmedia.com. The next step was to get Karen Ford and Nicole Happ Holbrook trained and then go live. The new webpage will be easier for the Coalition to make changes and corrections. Tangent Media will host the webpage free until their contract with FDOT expires. The Coalition agreed to get the new webpage up and operating as soon as possible.

4. Minutes – Motion was made by Marsha Cantrell and seconded by Susan Adams to approve the July 6, 2017 meeting minutes. The May meeting minutes were unanimously approved.
5. 2018 Coalition Meeting Schedule/Guest Speakers – Coalition meetings will be continued to be held on the first Thursday of odd number months in 2018 at the Ted Moorhead Lagoon House in Palm Bay unless otherwise noted. Speakers were needed for each of the months. Mr. Ford would contact Lisa Packard of the Eau Gallie Arts District (EGAD) to speak at the January meeting. Ms. Packard was to speak at the September 2017 Coalition meeting that was cancelled by Hurricane Irma. Mr. Ford asked the Coalition to think about future meeting speakers.
6. Board Elections - Mr. Ford noted that no Board of Director terms were up until the end of 2018, however there was a need to replace Anne Mayer’s seat. Mr. Ford would contact Leesa Souto of the MRC to see if an MRC staff person could fill the seat.
7. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – It was noted that the item was on hold until the new MRC liaison was hired.
8. Committee Reports -
No report.
9. Report of Officers
 - a. President – Mr. Ford stated that the 2018 Work Plan had been submitted to FDOT District 5.
 - b. Vice President – Bob Day said that he would be meeting with Jim McKnight, Cocoa Beach City Manager regarding the possibility of Byway kiosk being installed with Cocoa Beach’s proposed city parking garage. Mr. Day also announced the following special events: Keep Brevard Beautiful’s Indian River Fest in Cocoa Village on 11/18; Ocean Beach Festival in Satellite Beach on 12/2; and the Surfing Santas in Cocoa Beach on 12/24.
 - c. Treasurer – Mrs. Holbrook stated that the bank account had a total of \$1,270.56.
10. Florida Scenic Highways Program Update – Claudia Calzaretta, Michael Palozzi and Karen Ford provided the following update:
 - a. DSHC Tour of the Byway – A tour of the central portion of the Byway will be scheduled for early December. A draft itinerary was handed out. A tour of the north portion of the Byway will be scheduled for after the first of the New Year.
 - b. District 5 2018 Workshop – The District 5 Byway Workshop is scheduled for March 8, 2018 in Deland. Anyone can attend; there is no restriction on the number of attendees.
 - c. Annual Report Cycle – The Byway’s Annual Report is due February 1, 2018. Ms. Calzaretta has asked that the Report be sent to her prior to being submitted to Corridor Solutions.
 - d. Ms. Calzaretta informed the Coalition that she attended the St. Johns to Sea Loop Trail Summit held in Deland recently. Claudia stated that seven (7) byways in District 5 occur

along the St. Johns to Sea Loop Trail. Claudia would like to see links on all of the Byways webpages to the Trail's web page. It was also noted that the Coast-to-Coast Trail and the East Coast Greenway also are adjacent to byways in District 5.

11. New Business – None.

12. Public Comment – None

The meeting adjourned at 11:33 a.m.