

Tim Ford

From: Nicole Capp Holbrook [ncapp@sebastianchamber.com]
Sent: Monday, November 30, 2009 4:00 PM
To: dadams@byways.org; garry.balogh@dot.state.fl.us; mariano.berrios@dot.state.fl.us; rebeccabolt-1@ksc.nasa.gov; Kristee.Booth@dot.state.fl.us; mabowman@melbourneflorida.org; lburns@indianriverchamber.com; beatriz.caicedo@dot.state.fl.us; marsha.cantrell@brevardparks.com; info@sebastianchamber.com; jcary@portcanaveral.org; schalmers@cfl.rr.com; cchinault@indialantic.com; Keitha.Dattilo-Bain@patrick.af.mil; jo.d@imavl.com; rday@sjrwm.com; castawaypoint@att.net; jmfarrell@pbsj.com; Tim Ford; sue.gaines-1@ksc.nasa.gov; thrasgar@bellsouth.net; jgray@ircgov.com; jdgray1@juno.com; rgrohall@cityofsebastian.org; Sue Hann; courtney.harris@titusville.com; denise.hayes@brevardcounty.us; rhenry8@cfl.rr.com; leanne@richardspaint.com; lherendeen@cfl.rr.com; thess@tcrpc.org; jhoward24@cfl.rr.com; dhunt125@aol.com; justicek@stlucieco.gov; klkmlc@earthlink.net; mjkelly@cultural-council.org; BKL@cfl.rr.com; margeketter@bellsouth.net; akoromilas@aol.com; rlawandales@laplans.com; fleslie@fit.edu; wmaloney@corridorsolutions.net; dmanley@glatting.com; patricia.mcnally@fhwa.dot.gov; bmeyer@brevardmpo.com; aminner@cityofsebastian.org; bmitchell@sebastianchamber.com; bmontanaro@satellitebeach.org; moore2552@wmconnect.com; rmusser@portcanaveral.org; trishnichols10@yahoo.com; council@mrcirl.org; eowens0033@att.net; mpalozzi@pbsj.com; floylynn@aol.com; suzanne.rayner@brevardparks.com; tom@saams.com; bsmith@bsaplanning-design.com; msmithson@sitd.us; stanbr@aol.com; jstansfield@cityofcocoabeach.com; richard.stillwagon@titusville.com; stlwgn@cfl.rr.com; ksubido@aol.com; joanna_taylor@fws.gov; thrasgar@bellsouth.net; sthomas@melbourneflorida.org; laurileethompson@aol.com; rvhowdy@aol.com; joanna_webb@fws.gov; dorn_whitmore@fws.gov
Subject: IRLNSB Meeting on 12/3
Attachments: QUARTERLY GOALS FOR 2009.pdf

Dear Scenic Highway Coalition Members:

Looking forward to seeing everybody Thursday at 10 a.m. at the Lagoon House! Below is a proposed agenda:

1. Discussion on Scenic Highway Bus Tour
2. Status Report on Website
3. Review of goals for 2009
4. Presentation from Kerry Firth, Treasure Coast Almanac

Please let me know if you would like to add subjects for discussion to the agenda. See you Thursday!

Beth L. Mitchell
Executive Director



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**Indian River Lagoon Scenic Highway Coalition Meeting
and Corridor Bus Tour
November 5, 2009**

Attendees:

Garry Balogh, IRLSHC, FDOT
Mary Alice Bergles
Marsha Cantrell, Secretary IRLSHC, Brevard County Parks Support Services Manager
Robert Day, SJRWMD
Joyce English
Walt English
Rita Freeman
Kerry Firth
Gladys Green
Denise Hayes, Brevard County Parks and Recreation
Celeste Henry, IRLSHC, Old Pineapple Inn
Gail Hoitt
Steve Hoitt
Nicole Holbrook, Treasurer IRLSHC, Sebastian River Area Chamber of Commerce
LeRoy Hunter
Margy Hunter
Ken Kasweck
Joan Leak
Beth Mitchell, Chairperson IRLSHC, Sebastian River Area Chamber of Commerce and
Sebastian Inlet District Commissioner
Betty Moore
Jeanette Nolan
Gail Oliver, IRLSHC, Marine Resources Council
Mike Palozzi, IRLSHC, PBS&J
Matilda Parr
Harold Rabine
Richard Stillwagon, Vice-Chairperson IRLSHC, City of Titusville
Mary Thrasher
Harry Timmis
Sharon Timmis

The Indian River Lagoon Scenic Highway Coalition Corridor Bus Tour began at approximately 10:15 a.m. from the Lagoon House and drove north on U.S. 1 towards Melbourne Beach.

Ms. Oliver pointed out, as the bus traveled over the Melbourne Causeway that the Causeway was composed of three bridges and connected the municipalities of Melbourne and Indialantic crossing the Indian River Lagoon. From the Melbourne Causeway the bus traveled south onto Riverside Drive where Ms. Oliver pointed out the Melbourne Beach Pier. Ms. Oliver stated that the Pier was originally used for the docking of passenger and freight vessels and that the Pier was added to the National Register of Historic Places in 1984. The bus then traveled east onto Ocean Avenue where Ms Oliver pointed out Ryckman Park which was home to the

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historic Ryckman House which was built in 1889 also the Town Hall Complex and Community Center.

Ms. Oliver pointed out Spessard Holland North and South Parks and the Archie Carr National Wildlife Refuge. Ms. Oliver explained that the Wildlife Refuge stretched across 20.5 miles between Melbourne Beach and Wabasso Beach. Ms. Oliver further explained the Refuge was established in 1991 and designed to protect the loggerhead sea turtle's and green turtle's nesting area.

Ms. Oliver pointed out the Juan Ponce de Leon Landing Park and stated that the Park commemorated the epic voyage of Ponce de Leon and that the site had a State historical marker. She also pointed out Honest John's Fish Camp stating the Camp began as a government homestead in 1887 and was owned by Robert T. and Charley Smith who used the property for farming. Ms. Oliver further stated that Robert bought out his brother's interest and built the "Cracker House" in 1899 where Robert raised his family and turned the property into a fish camp which it remains today. Ms. Oliver explained that the fish camp is still owned and operated by Robert's daughter and her family.

Ms. Oliver advised the next stop would be Sebastian Inlet State Park. She explained that the Sebastian Inlet State Park had two museums on the premises one was the McLarty Treasure Museum which featured the history of the 1715 Spanish treasure fleet and the other was the Sebastian Fishing Museum which told the history of the area's fishing industry. She also stated that there were three miles of beaches, a concession, gift shop, bait and tackle store, and the Inlet Marina. At approximately 10:50 a.m. the tour stopped at Sebastian Inlet State Park to allow everyone to explore the Park and enjoy the beautiful scenery. At approximately 11:20 a.m. the bus left Sebastian Inlet State Park and traveled north on A1A.

Ms. Oliver stated that the next stop would be the Barrier Island Sanctuary. She explained that the Sanctuary was 34 acres and was the focal point for the Archie Carr Wildlife Refuge and the associated barrier island ecosystem. She further stated that it was the home of the Management and Education Center for the Brevard County Environmentally Endangered Lands (EEL) program and that it had been established in 1990 to protect the natural habitats of Brevard County for conservation, passive recreation and environmental education. The bus arrived at the Barrier Island Sanctuary at approximately 11:30 p.m. where everyone enjoyed a brief stroll around the educational center. The bus left at approximately 11:45 a.m.

Ms. Oliver stated, as the bus passed Patrick Air Force Base, that the Base initially began as the Banana River Navel Air Station and was commissioned in October 1940. She further stated that the Banana River Navel Station was deactivated and placed in a caretaker status in August 1947 and that the Navy transferred the Base to the Air Force in June of 1949.

The bus traveled west on Pineda Causeway and then north on U.S. 1 and Ms. Oliver advised the next stop would be Riverwalk Park- a Family Park where everyone could get out, walk around and visit the education center. The bus arrived at Riverwalk Park at approximately 12:25 p.m. and departed at approximately 12:50 p.m.

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Heading south on U.S. 1, Ms. Oliver pointed out that Rotary Park at Suntree had a 140' shoreline fishing pier, small community center, playground, pavilion and boardwalk and that the Park was listed in the State of Florida Great Florida Birding Trails.

Ms. Oliver informed the passengers that the bus would be turning onto Pineapple Avenue and that she would be turning the tour over to Ms. Henry.

Ms. Henry stated that Pineapple Avenue, as of June 2009, was approved by the Scenic Corridor Management to be part of the Indian River Lagoon Scenic Highway.

Ms. Henry pointed out the Old Pineapple Inn historic bed and breakfast. She stated that it was housed in the William H. Gleason House and listed on the National Register of Historic Places. She further explained the Inn was located in the heart of the Eau Gallie Art District and that the three-story Victorian home remained in the Gleason Family from its initial construction in 1886, until 1995 and that the structure and grounds have recently undergone an extensive renovation.

Ms. Henry next pointed out the original Eau Gallie High School which closed in 1948 and now was home to one of Brevard County's adult education facilities. Pineapple Park River Front was pointed out and she advised it featured a fishing pier, picnic area and a playground.

The bus stopped at 1:10 p.m. for lunch at Squid Lips. Ms. Henry provided cake in celebration of the induction of the Pineapple Avenue Extension into the Indian River Lagoon Scenic Highway. The bus departed at approximately 2:00 p.m.

The bus arrived back at the Lagoon House at approximately 2:15 p.m. Ms. Mitchell thanked everyone for coming and invited everyone to attend an Indian River Lagoon Scenic Highway Coalition meeting.

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**Indian River Lagoon Scenic Highway Members Meeting
October 1, 2009
Lagoon House, Palm Bay, FL**

Attendees:

Dennis Adams, America's Byways Resource Center
Susan Adams, City of Fellsmere
Garry Balogh, FDOT
Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services
Manager
Bob Fink, Post, Buckley, Schuh & Jernigan
Tim Ford, City of Palm Bay
Celeste Henry, Old Pineapple Inn
Nicole Holbrook, Treasurer IRLSHC - Sebastian River Area Chamber of Commerce
Beth McMillen, Marine Resources Council
Gail Oliver, Marine Resources Council
Mike Palozzi, Post, Buckley, Schuh & Jernigan
Richard Stillwagon, Vice-Chairperson IRLSHC, City of Titusville
Denise Hayes, Administrative Secretary for Brevard County Parks and Recreation

Mr. Stillwagon began the meeting at 10:10 a.m. It was explained Ms. Mitchell was sick and would not be attending.

Ms. McMillen made a MOTION to approve the minutes of September 3, 2009 with the typographical errors corrected. Ms. Oliver seconded the motion. The motion passed unanimously.

Visitor's Experience: Mr. Stillwagon welcomed Mr. Adams back. Mr. Adams explained he was at the meeting to assist the Coalition in developing travel materials, through Post, Buckley, Schuh & Jernigan, by doing a visitor's assessment exercise. He explained that Wayfinding is what byway travelers do and that Wayshowing is what byway providers do. The attached handout titled "Effective Wayshowing and a Visitor's Experience" was distributed.

There are 5 stages of successful travel: 1) Identify origin and destination; 2) Determine turn angles; 3) Identify segment links and directions of movement; 4) Recognize on-route and distant landmarks and; 5) Mentally embed or visualize the route in a larger reference frame

Byway traveling starts early and effective wayshowing must be integrated with pre-visit, visit and post-visit stages of the byway travel experience: 1) Pre-visit consisted of choose/select and plan/prepare; 2) Visit consisted of travel/visit and 3) Post-visit consisted of recall/reflect and repeat/share.

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The Coalition was asked to work in group of twos to write down what made a good trip and what made a bad trip bad as an exercise in providing good information to the visitors. The attached are the results of the exercise.

Mr. Adams suggested the Coalition, between now and the November 5th bus tour, team up with someone who has been expressly identified as a visitor to the byway and drive a portion of the byway route specifically to look at it through a fresh set of eyes. The attached Indian River Lagoon Scenic Byway Visitor Drive Form was distributed on how to think like a visitor and he explained that the exercise was to assist in identifying descriptors and key words that the Coalition may want to use for an effective brochure and suggested the Coalition use the form to record the information collected.

Promotional Material: Ms. Holbrook advised Ms. Mitchell would be emailing a proposal on the promotional material.

Website: Ms. Holbrook stated that the America's Byways logo was at the top and the Florida Scenic Highway logo was at the bottom and that 352 Media needed to know where we wanted the new logo. It was decided it would be placed at the top and that the America's Byways and the Florida Scenic Highway logos would be together at the bottom.

North Area Bus Tour: Ms. McMillen advised that the North Area Bus Tour would begin at the Lagoon House, cross 192 go down to Sebastian Inlet Park, from there go north along A-1-A, cross Eau Gallie Causeway and stop at Riverwalk Park, Rockledge, then head south to Pineapple Avenue, stopping for lunch at Squid Lips and end back at the Lagoon House. Ms. Cantrell stated that she would do the press release and asked Ms. McMillen to email her the itinerary for the bus tour.

Annual Report: Ms. McMillen advised that she received very few responses on her request for comments for the Annual Report therefore she would be submitting it as presented at the September meeting.

Byways Workshop: Mr. Balogh informed the Coalition of a Board Training and Fund Raising workshop to be held in either Ormond Beach or Deland. It would be a one day workshop held on two different days, January 22nd and 23rd, and that lunch would be provided. He would provide more info as known.

Ms. Cantrell made a MOTION to adjourn. The motion was unanimous.

Meeting adjourned at 12:02 p.m.

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Indian River Lagoon Scenic Highway Members Meeting

Sept. **August 3, 2009**

Lagoon House, Palm Bay, FL

Attendees:

Susan Adams, City of Fellsmere

Garry Balogh, FDOT

Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services
Manager

Robert Day, SJRWMD IRL Program

Tim Ford, City of Palm Bay

Celeste Henry, Old Pineapple Inn

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

Beth McMillen, Marine Resources Council

Beth Mitchell, Chairperson IRLSHC, Sebastian River Area Chamber of Commerce and
Sebastian Inlet District Commissioner

Gail Oliver, Marine Resources Council

Susie Priyakorn, Glatting Jackson

Suzanne Rayner – Special Projects Coordinator for Brevard County Parks and Recreation

Richard Stillwagon, Vice-Chairperson IRLSHC, City of Titusville

Denise Hayes, Administrative Secretary for Brevard County Parks and Recreation

Ms. Mitchell called the meeting to order at 10:15 a.m.

1) Approval of Minutes

Mr. Stillwagon made a MOTION to approve the June 4, 2009 minutes as printed. Mr. Ford seconded the motion. The motion passed unanimously.

Mr. Ford made a MOTION to approve the minutes from the August 6, 2009 Southern Corridor Bus Tour. Mr. Stillwagon seconded the motion. The motion passed unanimously.

2) Logo for Scenic Highway

A brief presentation was given by Susie Priyakorn with Glatting Jackson regarding logos. Ms Priyakorn showed an Option A logo and an Option B logo. The consensus of the coalition was Option B. Mr. Day made a MOTION to accept Option B as the Indian River Lagoon Scenic Highway Coalition's official logo. Mr. Ford seconded the motion. The motion passed unanimously.

3) Update on Website

Ms. Mitchell stated that the programming side of the website was complete, but that it was not ready to launch because there was not enough content.

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Ms. Holbrook stated the interactive map would allow 60 points of interest, but currently there are approximately 50 listed. She also stated that there were a few sites that are not on the byway but that are nice side trips.

Ms. Cantrell and Ms. Rayner provided Ms. Holbrook a CD and hard copies of information for 17 to 20 points of interest. The green indicated there were accompanying pictures.

Ms. Holbrook stated that she hadn't done anything with amenities, because she thought that the agencies/organizations would be paying to advertise (i.e. shopping, dining, and lodging). Ms. Mitchell confirmed that the plan was to have agencies/organizations pay to have their amenities placed onto the website.

How to obtain and post events on the calendar was discussed. It was suggested that there be content management so not just anyone could place information on the calendar. It was questioned who would be the "Contact Us" person/agency. Ms. Mitchell stated that the inquiries should go to Ms. Oliver at the Marine Resources Council.

It was mentioned that the Pineapple Avenue Extension had been left off and should be added. Ms. Mitchell asked that if anyone saw any other omissions from the list to please let Ms. Holbrook know.

4) Update on Extension Application Approvals

Ms. Mitchell stated both extensions were approved over the summer, but there was an issue regarding signage.

Mr. Balogh informed that once the widening of 512 was completed the Fellsmere Extension signage would be installed. The Pineapple Avenue Extension signage plan was done and the signage needed to be ordered. DOT was waiting for the Fellsmere signage to be approved and planned to order both extensions at the same time. He would try to get the Pineapple signage ordered and installed as soon as possible instead of waiting for the Fellsmere approval.

5) Discussion on Promotional Materials

Ms. Mitchell reminded that a seed grant had been applied for but that it was not likely the Coalition would be receiving it.

Ms. Mitchell distributed samples of publications that were done by local publishers. She suggested the Coalition consider producing a similar publication to promote the byway and generate revenue. The end result would be a directory of businesses along the byway with advertisements and some editorial content. It was decided that Ms. Mitchell would arrange for a publisher to attend the next month's meeting.

6) Other

Ms. Mitchell discussed the schedule for the upcoming meetings as follows:

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- October 1, 2009 - Dennis Adams will be doing a PowerPoint presentation on the key visitor theories and way showing concepts and wants to have a discussion on the visitors experience on the Indian River Lagoon. Mr. Adams wants the goal for the meeting to be to convert some experiences on the Coalition's bus tour to the visitor experiences on the road.
 1. A publisher will be in attendance to provide information on creating a promotional/advertising publication for the Coalition.
- November 5, 2009 - The Northern Corridor Bus Tour will be made. Ms. McMillen and Ms. Oliver will do the planning and reservations. Ms. Cantrell to arrange bus.
- December 3, 2009 - Review the goals.

Ms. McMillen informed the members that the Annual Report was due. She will provide to Ms. Holbrook to distribute to the Coliation for review. If there are any changes or additions to the report please send to Ms. McMillen.

The meeting adjourned at 11:00 a.m.



Florida Department of Transportation

CHARLIE CRIST
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

STEPHANIE C. KOPELOUSOS
SECRETARY

July 20, 2009

Ms. Beth Mitchell
Chairperson
Indian River Lagoon National Scenic Byway
Corridor Management Entity
700 Main St.
Sebastian, Florida 32136

**Subject: Designation of Indian River Lagoon National Scenic Byway – Pineapple Avenue
Corridor Extension as a Florida Scenic Highway**

Dear Ms. Mitchell:

After careful consideration and the recommendation of the Scenic Highways Advisory Committee (SHAC), I concur that the Indian River Lagoon National Scenic Byway – Pineapple Avenue Corridor Extension has met the requirements necessary for *designation* as a Florida Scenic Highway. The Indian River Lagoon National Scenic Byway – Pineapple Avenue Corridor Extension limits have been established as the 2 miles of Pineapple Avenue in the City of Melbourne, Brevard County depicted in the inset on the attached map.

The complete Indian River Lagoon National Scenic Byway – Pineapple Avenue Corridor Extension Designation Application demonstrates the corridor meets the requirements of the Florida Scenic Highways Program under the Scenic Corridor classification. Scenic corridors are designated Scenic Highways based on their natural, recreational, and/or scenic value to the State of Florida.

Attached is a list of recommendations from the Scenic Highway Advisory Committee's review of the Designation Application. Please address these recommendations in the 5-Year Corridor Management Plan update, due to the FDOT District 5 District Scenic Highways Coordinator in June 2010.

I offer my personal congratulations to you and the membership of the Corridor Management Entity, for your diligence and quality of work in obtaining designation for the corridor. Thank you for caring about Florida's precious resources and working so hard to ensure their enjoyment for years to come.

Sincerely,

A handwritten signature in cursive script, appearing to read "Stephanie C. Kopelousos".

Stephanie C. Kopelousos
Secretary

SCK/mb
Attachments:
Map
SHAC Recommendations
Secretary Designation Statement
Distribution List

Florida Scenic Highway Program

Map Series

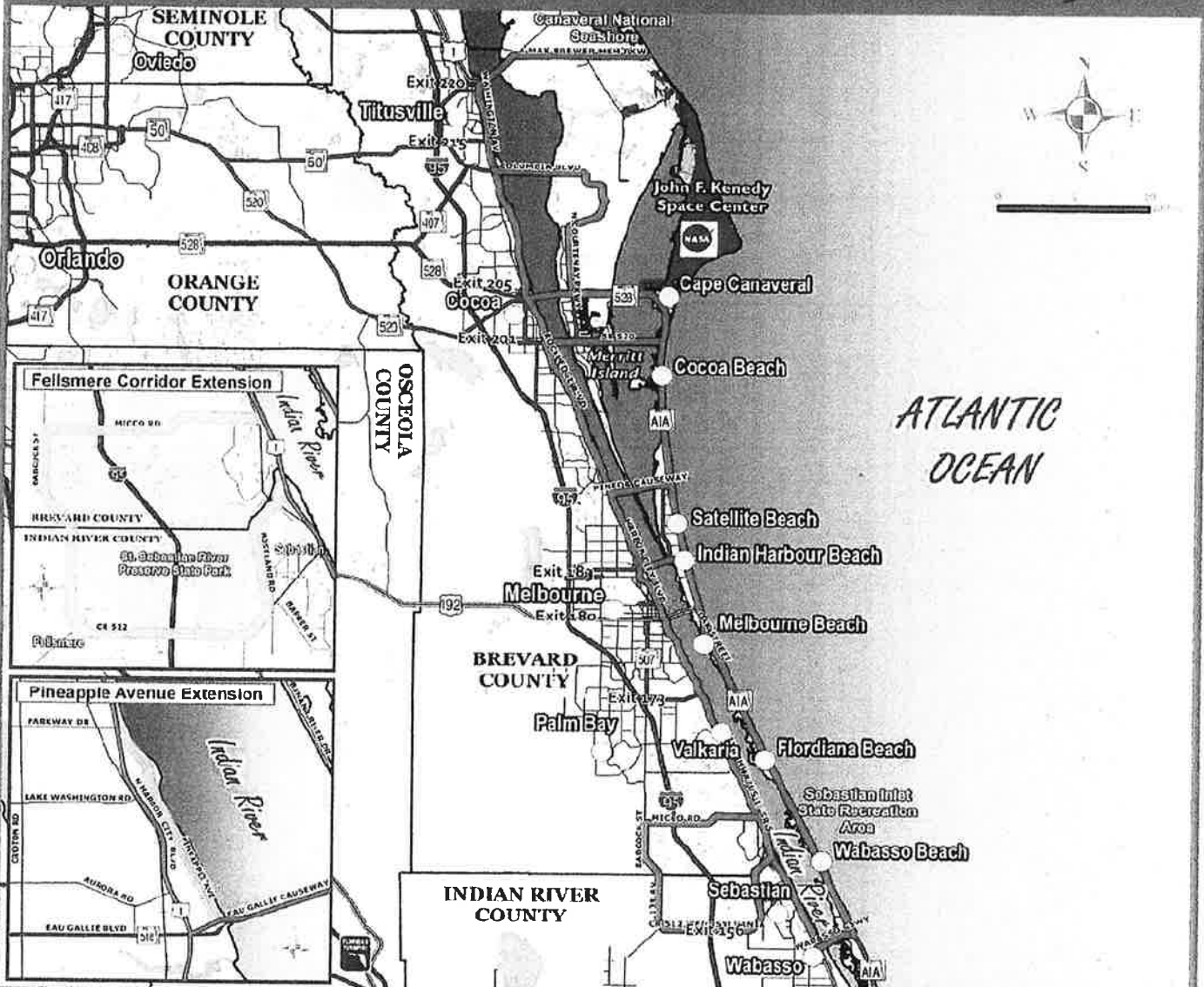
Indian River Lagoon National Scenic Byway

Date of Designation: 04/17/2001

Date of National Designation: 06/13/02

District #: 4 & 5

Length: 195.0 Miles



A1A - from the Wabasso Causeway north to SR 528 near Cape Canaveral. US 1 - from the Wabasso causeway north to the intersection of SR 406 (Garden St.) near Titusville. SR 406 (Max Brewer Memorial Pkwy.) - from US 1 east to SR 402 near Titusville. SR 402 (Max Brewer Memorial Pkwy.) - from SR 406 east to the Canaveral National Seashore. SR 405 (NASA Pkwy.) - from US 1 to SR 3. SR 3 (N. Courtenay Pkwy./Government Rd.) - from SR 405 south to SR 528. SR 528 - from US 1 east to SR A1A. SR 520 - from US 1 east to A1A. SR 404 (Phedra Causeway) - from US 1 east to A1A. SR 518 (E. Eau Gallie Blvd.) - from US 1 east to A1A. SR 510 (Wabasso Causeway) - from US 1 east to A1A.

Fellsmere extension: Micco Rd. - from US 1 west to SR 507 (Babcock St.). SR 507 (Babcock St.) - from Micco Rd. south to SR 512 (Fellsmere Rd.). SR 512 (Fellsmere Rd.) - from SR 507 east to US 1. Pineapple Avenue extension - from US 1 south to SR 519 (Eau Gallie Blvd.) in Melbourne.

<http://www.dot.state.fl.us/emo/ScenicHWY/default.htm>

Designated Corridor

Scenic Highway Advisory Committee's (SHAC) recommendations to the Corridor Management Entity (CME) for inclusion in the next Corridor Management Plan (CMP) update due June 2010:

1. The CME should work in encouraging more stakeholders to participate as members.
2. The CME should broaden the inclusion of resources in the local comprehensive plans.
3. The Indian River Lagoon Scenic Byway – Pineapple Avenue Corridor Extension is not automatically designated as part of the National Scenic Byway designation of the original Indian River Lagoon National Scenic Byway. A separate nomination application for an extension of the nationally designated corridor, in context to the existing National Scenic Byway (NSB), will have to be submitted to the Federal Highway Administration (FHWA) during the next national nomination cycle. The CME will be required to identify the same intrinsic qualities that can be found along the nationally designated portion of the byway and explain how the proposed extension relates to and enhances the current NSB.

As Secretary of the Florida Department of Transportation (FDOT), the signature below indicates the approval and endorsement of the Corridor Management Plan (CMP) and this corridor extension for designation as a Florida Scenic Highway. FDOT approval of this management plan represents our agreement to serve in a partnership with the Corridor Management Entity (CME) to preserve, enhance and maintain the designated scenic highway corridor. We recognize the grass roots initiative and strong local support for this corridor demonstrated by the communities involved in the preparation of this management plan. This corridor management plan acknowledges that the designated corridor will be subject to the requirements of the Section 1046(c) of the Intermodal Transportation Efficiency Act of 1991 which added a new subsection(s) to the 23 United States Code (USC) 131 and the requirements of the Uniform Act. I hereby designate this corridor as a Florida Scenic Highway.



Stephanie C. Kopelousos

Date

Secretary, Florida Department of Transportation

Distribution List:

Mr. Chuck Nelson, Chairman, Board of County Commissioners, Brevard County
Mr. Stockton Whitten, Interim County Manager, Brevard County
Mr. Wesley Davis, Chairman, Board of County Commissioners, Indian River County
Mr. Stan Boling, Planning Director, Indian River County
Mr. Harry Goode, Mayor, City of Melbourne
Mr. John Mazziotti, Mayor, City of Palm Bay
Mr. Richard Gilmor, Mayor, City of Sebastian
Mr. Al Minner, City Manager, City of Sebastian
Ms. Susan Adams, Mayor, City of Fellsmere
Mr. Jason Nunemaker, City Manager, City of Fellsmere
Ms. Christine Michaels, President/CEO, Melbourne/Palm Bay Area Chamber of Commerce
Mr. Bob Kamm, Staff Director, Space Coast TPO
Ms. Noranne Downs, FDOT District 5 Secretary
Mr. Garry Balogh, Scenic Highways Coordinator, District 5
Mr. George Lovett, Director of Transportation Development, District 5
Ms. Susan Sadighi, Intermodal Systems Development Manager, District 5
Ms. Debbie Hunt, Assistant Secretary for Intermodal Systems Development
Ms. Marjorie Bixby, Manager Environmental Management Office
Mr. Fred Noble, State Environmental Development Engineer
Mr. Mariano Berrios, State Scenic Highways Coordinator
Mr. Johnny L. Garner, Director, Office of Right-of-Way
Ms. Juanice Hagan, Deputy Director, Right-of-Way Operations
Mr. Timothy R. Lattner, State Maintenance Engineer
Mr. Dick Kane, Communications Director
Mr. Huey Whitehead, Maps and Publications
Ms. Roberta C. Martin, Transportation Statistics Office
Ms. Lynne Marie Whately, TranSystems
Mr. Andrew Nicol, TranSystems
Mr. Clint Eliason, TranSystems
Mr. Shawn Hartzler, Department of Agriculture and Consumer Services, Division of Forestry
Mr. Robert Jones, Florida Department of State, Division of Historical Resources
Ms. Jo Penrose, Department of Community Affairs
Mr. Brian Telfair, Federal Highway Administration
Ms. Jerrie Lindsey, Florida Fish and Wildlife Conservation Commission
Universal Maps
Dolph Map Co., Inc.
Rand McNally
NAVTEQ



Florida Department of Transportation

CHARLIE CRIST
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

STEPHANIE C. KOPELOUSOS
SECRETARY

July 20, 2009

Ms. Beth Mitchell
Chairperson
Indian River Lagoon National Scenic Byway
Corridor Management Entity
700 Main St.
Sebastian, Florida 32136

Subject: Designation of Indian River Lagoon National Scenic Byway – Fellsmere Corridor Extension as a Florida Scenic Highway

Dear Ms. Mitchell:

After careful consideration and the recommendation of the Scenic Highways Advisory Committee (SHAC), I concur that the Indian River Lagoon National Scenic Byway – Fellsmere Corridor Extension has met the requirements necessary for *designation* as a Florida Scenic Highway. The Indian River Lagoon National Scenic Byway – Fellsmere Corridor Extension limits have been established as the 27 mile extension of roads in Brevard, and Indian River Counties depicted in inset on the attached map.

The complete Indian River Lagoon National Scenic Byway – Fellsmere Corridor Extension Designation Application demonstrates the corridor meets the requirements of the Florida Scenic Highways Program under the Scenic Corridor classification. Scenic corridors are designated Scenic Highways based on their natural, recreational, and/or scenic value to the State of Florida.

Attached is a list of recommendations from the Scenic Highway Advisory Committee's review of the Designation Application. Please address these recommendations in the 5-Year Corridor Management Plan update, due to the FDOT District 5 District Scenic Highways Coordinator in June 2010.

I offer my personal congratulations to you and the membership of the Corridor Management Entity, for your diligence and quality of work in obtaining designation for the corridor. Thank you for caring about Florida's precious resources and working so hard to ensure their enjoyment for years to come.

Sincerely,

Stephanie C. Kopelousos
Secretary

SCK/mb

Attachments:

- Map
- SHAC Recommendations
- Secretary Designation Statement
- Distribution List

Florida Scenic Highway Program Map Series

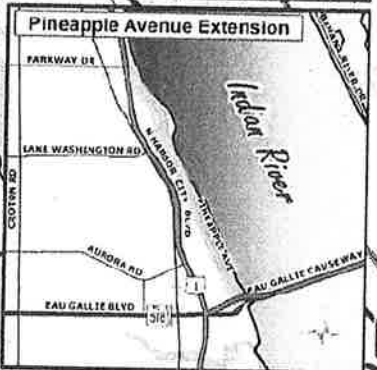
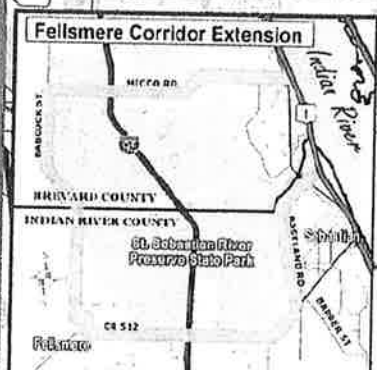
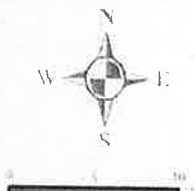
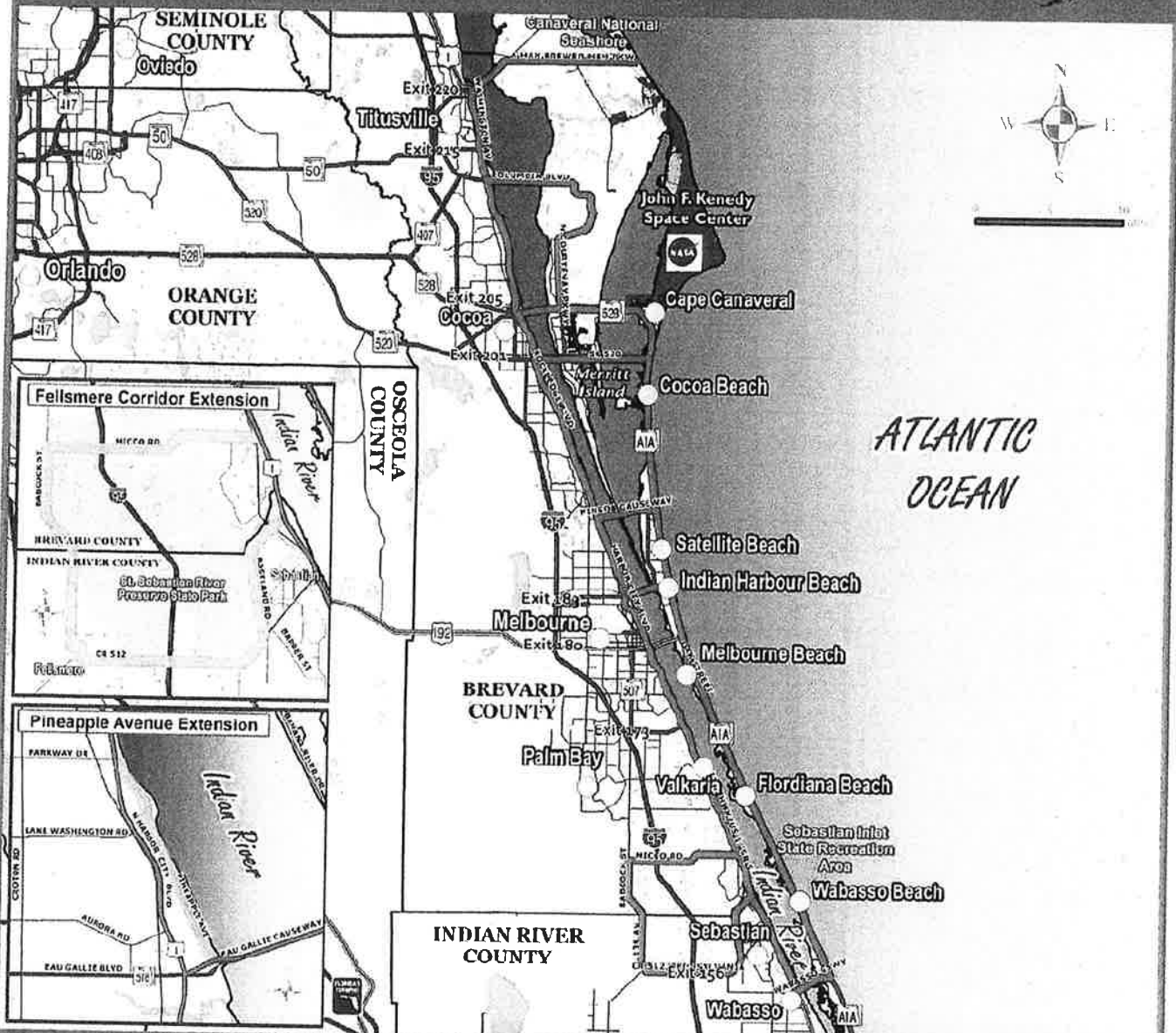
Indian River Lagoon National Scenic Byway

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ATLANTIC
OCEAN

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Fellsmere extension: Micco Rd. - from US 1 west to SR 507 (Babcock St.) SR 507 (Babcock St.) - from Micco Rd. south to SR 512 (Fellsmere Rd.). SR 512 (Fellsmere Rd.) - from SR 507 east to US 1. Pineapple Avenue extension - from US 1 south to SR 512 (Eau Gallie Blvd.) in Melbourne.

<http://www.dot.state.fl.us/emo/ScenicHWY/default.htm>

Designated Corridor

Scenic Highway Advisory Committee's (SHAC) recommendations to the Corridor Management Entity (CME) for inclusion in the next Corridor Management Plan (CMP) update due June 2010:

1. The "Corridor Vision" is very basic and should be expanded upon.
2. The CME should work hard in obtaining more local support to achieve the goals and objectives included in the CMP.
3. The "Goals, Objectives and Strategies" section of the CMP should include more economic development and tourism related goals.
4. The CME is encouraged to monitor future land use along the "extended" corridor.
5. The relationship of the CMP to the Local Government Plan should be better explained in the document.
6. The Indian River Lagoon Scenic Byway – Fellsmere Corridor Extension is not automatically designated as part of the National Scenic Byway designation of the original Indian River Lagoon National Scenic Byway. A separate nomination application for an extension of the nationally designated corridor, in context to the existing National Scenic Byway (NSB), will have to be submitted to the Federal Highway Administration (FHWA) during the next national nomination cycle. The CME will be required to identify the same intrinsic qualities that can be found along the nationally designated portion of the byway and explain how the proposed extension relates to and enhances the current NSB.

As Secretary of the Florida Department of Transportation (FDOT), the signature below indicates the approval and endorsement of the Corridor Management Plan (CMP) and this corridor extension for designation as a Florida Scenic Highway. FDOT approval of this management plan represents our agreement to serve in a partnership with the Corridor Management Entity (CME) to preserve, enhance and maintain the designated scenic highway corridor. We recognize the grass roots initiative and strong local support for this corridor demonstrated by the communities involved in the preparation of this management plan. This corridor management plan acknowledges that the designated corridor will be subject to the requirements of the Section 1046(c) of the Intermodal Transportation Efficiency Act of 1991 which added a new subsection(s) to the 23 United States Code (USC) 131 and the requirements of the Uniform Act. I hereby designate this corridor as a Florida Scenic Highway.



Stephanie C. Kopelousos

Date

Secretary, Florida Department of Transportation

Distribution List:

Mr. Chuck Nelson, Chairman, Board of County Commissioners, Brevard County
Mr. Stockton Whitten, Interim County Manager, Brevard County
Mr. Wesley Davis, Chairman, Board of County Commissioners, Indian River County
Mr. Stan Boling, Planning Director, Indian River County
Mr. Harry Goode, Mayor, City of Melbourne
Mr. John Mazziotti, Mayor, City of Palm Bay
Mr. Richard Gilmor, Mayor, City of Sebastian
Mr. Al Minner, City Manager, City of Sebastian
Ms. Susan Adams, Mayor, City of Fellsmere
Mr. Jason Nunemaker, City Manager, City of Fellsmere
Ms. Christine Michaels, President/CEO, Melbourne/Palm Bay Area Chamber of Commerce
Mr. Bob Kamm, Staff Director, Space Coast TPO
Mr. Jim Wolfe, FDOT District 4 Secretary
Ms. Noranne Downs, FDOT District 5 Secretary
Ms. Beatriz Caicedo-Maddison, Scenic Highways Coordinator, District 4
Mr. Garry Balogh, Scenic Highways Coordinator, District 5
Mr. Gerry O'Reilly, Director of Transportation Development District 4
Mr. Gus Schmidt, Manager, Planning and Environmental Management District 4
Mr. George Lovett, Director of Transportation Development, District 5
Ms. Susan Sadighi, Intermodal Systems Development Manager, District 5
Ms. Debbie Hunt, Assistant Secretary for Intermodal Systems Development
Ms. Marjorie Bixby, Manager Environmental Management Office
Mr. Fred Noble, State Environmental Development Engineer
Mr. Mariano Berrios, State Scenic Highways Coordinator
Mr. Johnny L. Garner, Director, Office of Right-of-Way
Ms. Juanice Hagan, Deputy Director, Right-of-Way Operations
Mr. Timothy R. Lattner, State Maintenance Engineer
Mr. Dick Kane, Communications Director
Mr. Huey Whitehead, Maps and Publications
Ms. Roberta C. Martin, Transportation Statistics Office
Ms. Lynne Marie Whately, TranSystems
Mr. Andrew Nicol, TranSystems
Mr. Clint Eliason, TranSystems
Mr. Shawn Hartzler, Department of Agriculture and Consumer Services, Division of Forestry
Mr. Robert Jones, Florida Department of State, Division of Historical Resources
Ms. Jo Penrose, Department of Community Affairs
Mr. Brian Telfair, Federal Highway Administration
Ms. Jerrie Lindsey, Florida Fish and Wildlife Conservation Commission
Universal Maps
Dolph Map Co., Inc.
Rand McNally
NAVTEQ

FINAL DRAFT

**Indian River Lagoon Scenic Highway Coalition Meeting and Southern
Corridor Bus Tour
August 6, 2009
Lagoon House, Palm Bay, FL**

Attendees:

Garry Balogh, IRLSHC, FDOT
Ruth Block
Sidney Block
Marsha Cantrell, Secretary IRLSHC, Brevard County Parks Support Services Manager
Diane Chasick
Tim Ford, IRLSHC, City of Palm Bay
Bob Gleason, FDOT
Denise Hayes, Brevard County Parks and Recreation
Nicole Holbrook, Treasurer IRLSHC, Sebastian River Area Chamber of Commerce
Beth Mitchell, Chairperson IRLSHC, Sebastian River Area Chamber of Commerce and
Sebastian Inlet District Commissioner
Hannon Niles, PBS&J
Jeanette Nolan
Gail Oliver, IRLSHC, Marine Resources Council
Mike Palozzi, IRLSHC, PBS&J
Harold Rabine
Ron Snell
Susan Snell
Elsie Tuell
Peggy Webb

The Indian River Lagoon Scenic Highway Coalition Southern Corridor Bus Tour began at 10:25 a.m. and started out south on U.S. Highway 1.

10:35 a.m. the bus stopped at Castaway Point Park located in the City of Palm Bay. Mr. Ford explained that the Park used to be a resort and that there were plans to make improvements to the park by improving the entrance road, adding a pedway, sidewalks and more parking. He also stated that there was part of an Indian mound left but that most of it had been destroyed long ago because of highway construction.

As the bus continued south on US 1, Ms. Cantrell pointed out the Brevard County boat ramps and Christenson's Landing boat ramp which was in the process of being constructed. Ms. Cantrell also showed where the Grant Historic House and Train Depot were.

10:50 a.m. the bus arrived at the Roseland Historic Community Center where Ms. Jackie James gave a brief introduction of the buildings history. She stated that the construction of the building began in the early 1920's and was completed in 1929. She also stated that the Henry Flagler Train Station was down the road from the Community Center. Everyone entered the Community Center to enjoy light refreshments and historic photographs of the building and the surrounding area.

FINAL DRAFT

11:10 a.m. the bus circled through Dale Wimbrow Park. Ms Mitchell stated that the Park was located on the south prong of the St. Sebastian River.

11:20 a.m. the bus arrived at the North County Aquatic Center where the Special Olympics are held when in Indian River County. Ms. Mitchell pointed out the Kitching Switch Trail Head which had historic photographic of the area on display.

Ms. Mitchell stated the route the bus was taking was looping around the St. Sebastian River State Reserve Park which was a collaboration between Indian River County, Brevard County and the Department of Environmental Protection.

Ms. Mitchell also mentioned, as the bus headed west on CR 512, the Indian River County Public Shooting Range.

11:35 a.m. the bus arrived at Marsh Landing Restaurant for lunch.

12:45 p.m. the bus left the restaurant and took CR 507 North. Ms. Mitchell pointed out the St. Sebastian River Preserve State Park Visitor Center and the Micco Scrub Jay Park.

1:15 p.m. the bus arrived at the Sebastian River Area Chamber of Commerce all were invited to go inside.

1:30 p.m. the bus left the Chamber of Commerce. Ms. Mitchell informed everyone that due to the time constraints and getting back to the Lagoon House around 2, we would go to Hale Groves Market and turn back. We would have to complete the AIA side on another date.

1:35 p.m. the bus stopped at Hale Groves Market. All in attendance meandered inside.

Ms. Mitchell thanked everyone for coming and invited all in attendance to attend an Indian River Lagoon Scenic Highway Coalition meeting.

2:10 p.m. the bus arrived back at the Lagoon House.

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**Indian River Lagoon Scenic Highway Coalition Meeting
June 4, 2009
Lagoon House, Palm Bay, FL**

Attendees:

Garry Balogh, FDOT

Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services
Manager

Robert Day, SJRWMD IRL Program

Tim Ford, City of Palm Bay

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

Beth McMillen, Marine Resources Council

Beth Mitchell, Chairperson IRLSHC, Sebastian River Area Chamber of Commerce and
Sebastian Inlet District Commissioner

Gail Oliver, Marine Resources Council

Suzanne Rayner – Special Projects Coordinator for Brevard County Parks and Recreation

Richard Stillwagon, Vice-Chairperson IRLSHC, City of Titusville

Ms. Mitchell called the meeting to order at 10:00 a.m.

Ms Mitchell stated that she would like to have the minutes of the last meeting approved. Ms. Cantrell apologized for the few typographical errors in the minutes that were sent to the Coalition members and that the errors had all been corrected. Mr. Stillwagon made a MOTION to approve the minutes as corrected. Ms. McMillen seconded the motion. Motion approved unanimously.

1) Discussion on Road Trip

Ms. Mitchell stated that she had spoken to the Senior Resources Association which is funded by Indian River County and that they would be willing to provide a 31 passenger, air-conditioned bus for the southern half of the bus tour. She was looking at either the first Thursday in July or the first Thursday in August. The tour would begin at the Lagoon House, and then will follow along the Fellsmere Extension, then follow A-1-A, ending back at the Lagoon House with estimated time of 4 to 5 hours.

Ms. Cantrell advised the Park's Department un-air-conditioned bus would be available from August on because the summer program would be over.

Ms. Mitchell asked if the Coalition members if they had a preference of July or August in terms of the southern part of the trip. Ms. Cantrell stated a lot of people might be out of town for summer vacations, the children go back to school in August and that August is still rather warm. Mr. Ford suggested it be moved to October or November because of the weather.

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Ms. Mitchell suggested that Coalition skip July's meeting because it backs up to the 4th of July weekend. It was agreed.

Ms. Cantrell stated that if the Coalition does the south area trip in August and the north area trip September it would mean that there would not be any regular meetings for a period of three months. She suggested having the south area tour in August, a regular meeting in September, and do the north area tour in November so that the Coalition doesn't miss three months of regular meetings. Everyone agreed.

Ms. McMillen agreed to take the lead on planning the north area trip.

2) Update on Extension Projects

Ms. Mitchell stated that on June 17, 2009 the SHACK Committee meets for both extensions. The Coalition received Resolutions from Brevard County and the City of Palm Bay, and emails of support from the Micco and Barefoot Bay Homeowners Associations.

3) PowerPoint Presentation of Scenic Highway Programs

Ms. Mitchell showed the PowerPoint presentation that explained the importance of the National Scenic Byway as well as the Indian River Lagoon Scenic Highway as part of the National Scenic Byway and the communities surrounding it. Presentations will be considered for the recruitment of new members and for the education of the public.

Wanda Maloney created the presentation and Ms. Mitchell asked for any suggestions or changes to present to Ms. Maloney for editing at a later date. At this time the Coalition would not be able to make changes to the presentation.

Ms. Mitchell stated that she had asked the By-Way Coordinator's name be added. Mr. Stillwagon suggested on the slides regarding the Lagoon House and its resources that the historic displays inside the Lagoon House should be incorporated. Mr. Stillwagon also suggested that different pictures be used throughout the presentation rather than the same one all the time.

Mr. Ford suggested the spelling of the word archaeological be checked, he thought that it might have been misspelled. He also stated that the review of building plans and those type statements should not be emphasized.

Ms. Mitchell added that the philosophy of the Coalition had been to be non-regulatory in nature and that she agreed with Mr. Ford, but unfortunately at this time the presentation could not be edited. She and Ms. Maloney discussed that specific issue and also the use of the term economic development. Ms. Mitchell felt that economic development did not have anything to do with tourism, and reiterated that at this time the presentation could not be edited and but we would be able to make changes to the final version.

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Mr. Stillwagon stated the elimination of thousand of acres of invasive species should be emphasized and Mr. Balogh suggested that the America's By-Way logo be added in the corner of the opening slide.

4) Discussion on Recruitment of Members

Ms. McMillen suggested that the task of recruitment be done by everyone. Ms. Holbrook will send the members present the email list including all active and non-active members and each member should contact the person or persons they know and get their interest in coming back into the Coalition.

Mr. Balogh, referring to the "Stakeholder Teams Build Better Byways" handout, stated that on the second page there was a starter list of stakeholders to use as a call list for potential new members.

Mr. Stillwagon stated we might want to consider general membership dues of \$10 or \$20 as that might make people feel they have more involvement. Discussion was held on how to administer that and, at this point, would it be worth the amount of money for someone to invoice, collect, and keep track of everything.

Ms. Mitchell stated that she would like to see a membership form be created to assist with keeping track of the Coalition members. Mr. Balogh stated he had a form that could be used and would provide the Coalition with the form. The bus tour could be a perfect opportunity to recruit the community as well as the corporate community as members.

Mr. Stillwagon made a MOTION to adjourn the meeting. Ms. McMillen seconded the motion. Ms. Mitchell reminded the members there would be no meeting in July.

The meeting adorned at 11:02 a.m.



Pineapple Avenue Corridor Addition to the Indian River Lagoon National Scenic Byway



Pineapple Avenue Corridor Addition

- 2.1 Mile Corridor Addition – Pineapple Avenue
- Located in City of Melbourne, Community of Eau Gallie
- Indian River Lagoon National Scenic Byway (IRLNSB) Corridor Management Entity (CME) Voted Unanimously on July 16, 2008 for Addition to the IRLNSB



Pineapple Avenue Corridor Addition

- Many Historic, Cultural, Natural Resources and Scenic Vistas of Indian River Lagoon Found along and/or Adjacent to this Corridor
 - Original US 1 alignment Before Moved Westward in the 1920's
 - Brevard Art Museum
 - Eau Gallie Arts District
 - Winchester Symphony House
 - Rossetter House

**Pineapple Avenue
Corridor Addition**



- The Old Pineapple Inn, a National Register of Historic Places (NRHP) Landmark



**Pineapple Avenue
Corridor Addition**



- Scenic Vistas
- Tree Canopy



**Pineapple Avenue
Corridor Addition**



- Eau Gallie Public Library
- Pineapple Park Riverfront



Pineapple Avenue Corridor Addition



- Project Schedule
 - City of Melbourne Commission Meeting for Approval, April 14, 2009
 - Submit to Florida Scenic Highway Advisory Committee (SHAC), May 4, 2009
 - SHAC Meeting, June 17, 2009 for Determination as an Addition to the IRLNSB

Pineapple Avenue Corridor Addition



- Today – Seeking Letter of Support from IRLNSB CME
- Questions?

Pineapple Avenue Corridor Addition



- Contact Information:
Celeste Henry, The Old Pineapple Inn
321-254-1347
chenry@olpi.com
Or
June Farrell, PBS&J
407-806-4461
jfarrell@pbs.com

Indian River Lagoon Scenic Highway Coalition Meeting
March 5, 2009
Lagoon House, Palm Bay, FL

Attendees:

Susan Adams, City of Fellsmere
Mary Ann Bowman, City of Melbourne
Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services
Manager
June Farrell, Post, Buckley, Schuh & Jernigan - Orlando
Denise Hayes, Brevard County Parks & Recreation Administrative Secretary
Nicole Holbrook, Sebastian River Area Chamber of Commerce
Daniel Manley, Glatting Jackson
Beth Mitchell, Interim Co-Chairperson IRLSHC, Sebastian River Area Chamber of
Commerce and Sebastian Inlet District Commissioner
Jonathan Mugman, Glatting Jackson
Gail Oliver, Marine Resources Council
Mike Palozzi, Post, Buckley, Schuh & Jernigan- Orlando
Richard Stillwagon, Interim Co-Chairperson IRLSHC, City of Titusville

The meeting began at 10:00 a.m.

Ms. Mitchell stated that discussion of the Pineapple Extension will be added to the agenda after the Website discussion.

Vision Statement

Ms. Mitchell presented the four previously suggested Vision Statements and asked each member to place a colored dot on the two Vision Statements the member liked best.

The Vision Statements were as follows:

1. In our perfect future, the Indian River Lagoon National Scenic Byway promotes an environment where residents, visitors and travelers can experience memorable breathtaking calming scenery, unique everchanging habitat teeming with marine life, and inspiring historic places.
2. In our perfect future, the Indian River Lagoon National Scenic Byway promotes an environment where the tranquility and diversity of the Lagoon inspire the traveler to meander through the many special places that flow nearby and create a uniquely memorable experience.
3. In our perfect future, the Indian River Lagoon National Scenic Byway promotes an environment where travelers are surrounded by a unique habitat with special places and breathtaking scenery that inspires a sense of calmness and creates unforgettable memories.

DRAFT

4. In our perfect future, the Indian River Lagoon National Scenic Byway promotes an environment where pristine waters create breathtaking vistas that inspire caring, creativity and unforgettable memories.

The majority of the Coalition preferred Vision Statement 3. It was suggested that the word diversity from Vision Statement 2, be worked into Vision Statement 3.

The following is the Vision Statement the Coalition agreed upon:

“The Indian River Lagoon National Scenic Byway promotes an environment where travelers are surrounded by a unique and diverse habitat with special places and breathtaking scenery that inspires a sense of calmness and creates unforgettable memories”.

By-Laws

Mr. Stillwagon stated that all the changes to the By-Laws that were suggested at the February 5, 2009 meeting had been made.

A MOTION was made by Ms. Adams to adopt the By-Laws as written. The motion was seconded by Ms. Oliver and passed unanimously

A MOTION was made by Ms. Mitchell to elect interim officers for the transitional period at the next meeting. The motion was seconded by Ms. Cantrell and passed unanimously.

Website

A discussion was had regarding the pictures that appeared currently on the website and it was suggested that more area specific pictures be used (i.e. Kennedy Space Center photos) or maybe use rotating pictures.

Ms. Holbrook responded that the pictures that are displayed are not set in stone and can be changed at a later date and if anyone had pictures they thought should be used to send them to her.

Ms. Mitchell stated that what needs to be done today is the approval of the content and layout.

It was suggested:

- That after Resources the titles should be alphabetical order
- The order should be as follows: Home - Contact Us - About Us - Resources – Attractions – Accommodations – Dining – Shopping – Events – Map.
- That Other Links be added after Contact Us for national and state.
- That the Attraction Category should go down and over and in alphabetical order.
- That Nature be added with sub-categories underneath (i.e. nature trails, sanctuaries). Also that Scenic Vistas should be added.

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Pineapple Extension

Mr. Palozzi gave a brief introduction of the Pineapple Extension and distributed the draft for the Pineapple Avenue Corridor Addition to the Indian River Lagoon National Scenic Byway.

Ms. Mitchell felt that further discussion was needed regarding the Pineapple Extension and suggested that the issue be discussed again at the next meeting. She stated concern with the Coalition being in the regulatory business and that the Coalition had stayed away from that.

Ms. Mitchell asked that all comments and questions regarding the Pineapple Extension be emailed to Ms. Holbrook and she would forward them to Ms. Farrell at Post, Buckley, Schuh and Jernigan. This way Ms. Farrell would be able to prepare to address all concerns at the April meeting.

Mr. Palozzi stated that the Pineapple and Fellsmere Extension will be asking for letters of support for the Coalition. Ms. Bowman stated that the all of the facts, data, and letters of support should be gathered before the application is submitted to the Melbourne City Council for approval.

Ms. Mitchell stated that Ms. Farrell would be first on the agenda at the April meeting. Ms. Mitchell asked that the letters of support be prepared and ready for signature at the April meeting if the Coalition decided to support the extension after further discussion.

New Logo

Mr. Mugman of Glatting Jackson distributed samples of logos that have been created and used for other municipalities for their Way Finding signage. He further stated that he was there on behalf of FDOT to inform the Coalition on the Way Finding signage program and to see if the Coalition would be interested in participating and that Brevard County was participating, though the Tourism Development Council, in the Way Finding signage program.

Mr. Mugman distributed a list that he created after driving the Corridor last week that he felt may represent the Corridor. He asked the Coalition for a list of three elements they would consider for a sign logo.

The suggestions were:

- Egret
- The Lagoon
- Fishing

Mr. Mugman discussed the FDOT Way Finding program and how Brevard County's Tourism Development Council was proceeding with the Way Finding program.

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He asked if the Coalition wanted to be represented by the Tourism Development Council or did the Coalition want to do its own signage along the Corridor and not participate in the Way Finding program. It was discussed that the Tourism Development Council focuses on designations that the Coalition may not like.

Ms. Mitchell advised she would like him to extend an invitation to the Tourism Development Council to make a presentation to the Coalition regarding the Way Finding signage program and for them to explain how they have set their priorities as to what designations would be used.

Fellsmere Extension

Mr. Manley of Glatting-Jackson informed the Coalition on the status of the Fellsmere Extension application to be included as part of the Corridor.

Ms. Mitchell asked Mr. Manley to have the draft application and goals for the Fellsmere Extension sent to Ms. Holbrook so the Coalition would have time to review the application prior to the April meeting. Ms. Mitchell also asked that a support letter be prepared and ready for signature at that meeting.

A MOTION was made by Ms. Mitchell to approve the minutes of October 2, 2008, November 6, 2008, December 4, 2008, January 8, 2009, and February 8, 2009. The motion was seconded by Ms. Adams and passed unanimously.

Mr. Manley stated that the Coalition would need to gather letters of support for the Fellsmere Extension from the local municipalities.

Ms. Mitchell stated that the Coalition needed to start tackling the goals and objectives and that the goals and objectives needed to be adopted.

The meeting adjourned at 11:45 p.m.

Logo Design Option #1



MORE SABAL
PALMS

Logo Design Option #2



Logo Design Option #3



**BY-LAWS OF THE
INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION**

ARTICLE I. ORGANIZATION

1. The name of the organization shall be the Indian River Lagoon National Scenic Byway Coalition (hereafter referred to as “the Coalition”).
2. The Coalition shall have a logo and/or seal in a form to be determined later.
3. The Coalition may at its pleasure by a vote of the membership body change its name.

ARTICLE II. PURPOSES

The following are the purposes for which this Coalition has been organized:

1. The general purpose of the Coalition is to preserve, protect, and enhance the intrinsic resources of the Indian River Lagoon National Scenic Byway (hereafter referred to as “the Byway”) and to promote public access to and enjoyment of these resources.
2. The specific purpose of the Coalition is to monitor, implement, and update the plans, strategies, and programs included in the Corridor Management Plan and all subsequent plans developed and adopted.
3. The Coalition through its Board of Directors and Officers shall have all the powers which may be provided under law as the Corridor Management Entity of the Byway.

ARTICLE III. MEMBERSHIP

There shall be four classes of membership. Additional classes of membership may be created by majority vote at a duly noticed meeting.

1. Governmental agency appointees: Government agencies with an interest in the Byway are entitled to appoint one voting member and an alternate. Agencies desiring to appoint a member should submit a letter or resolution of commitment to support the aims of the coalition and the name of the member.
2. Organizational appointees: Businesses or not-for-profit organizations which file a resolution or letter of intent to support the purposes of the Coalition and the Byway shall be entitled to appoint one member and one or more alternates. Each agency electing to designate a representative shall be entitled to only one vote.
3. Agency and organizational appointees serve at the pleasure of their respective organizations and may be replaced at any time the agency or organization so notifies the Board of Directors. If

the agency or organization withdraws from support of the Coalition or is discontinued, the membership is vacated.

4. General memberships: Individuals who wish to support the purposes of the Coalition and the Byway and to participate in its activities may register with the Coalition and be notified of meetings and activities.

5. Termination of membership: Any member found by the Board of Directors to be in violation of the prohibitions against partisan politics or conflict of interest shall be terminated. Members who are found by the Board of Directors to be acting against the purposes of the Coalition may be terminated. Failure to attend less than three meetings a year may constitute reason to terminate active membership.

ARTICLE IV. MEETINGS

Regular meetings shall be held at times and places to be publicly noticed by the Secretary or his or her designee. The annual membership meeting shall be held in the fourth quarter of the calendar year at a time and place to be publicly noticed. The Secretary shall notify, by mail, electronic mail, or telephone, every voting member in good standing at the address registered with the Coalition at least seven days prior to the annual meeting date.

Special meetings of the membership may be called for such time and purpose as the President may deem necessary upon reasonable notice. A special meeting may be called upon written request of a majority of the members of the Board of Directors. Notice of a special meeting should be sent in the manner as for the annual meeting and should specify the topic or topics to be considered.

A quorum shall consist of those members present at a duly noticed meeting.

At all meetings, except for the election of officers and directors, all votes shall be by voice or by show of hands. If a majority of those present so desire, a vote may be by ballot.

Order of Business: Unless decided upon by vote of a majority of the members present, the order of business meetings shall be as follows.

1. Roll Call
2. Approval of the Minutes of the preceding meeting
3. Reports of Committees
4. Reports of Officers
5. Old and Unfinished Business
6. New Business
7. Public comment
8. Adjournment.

ARTICLE V. BOARD OF DIRECTORS

General:

The Board of Directors shall comprise the Corridor Management Entity of the Indian River Lagoon National Scenic Byway. The government and policy-making responsibilities of the Coalition shall be vested in the elected Board of Directors (“the Board”), which shall control its property, be responsible for its finances, and direct its affairs.

Temporary clause for election of the initial Board of Directors:

The first election of the Board shall occur at a properly noticed meeting called by the Interim Co-Chairs of the Coalition. The initial board will assume office immediately upon election. Four officers will be elected for one-year terms, four members will be elected for a two-year term, and three for a three-year term. This will provide for rotation of the directors as provided below in Section 1. This clause will lapse upon the election of the first Board.

Section 1: Composition of the Board

The government of the Coalition shall be vested in the Board of Directors composed of eleven elected members. The four elected officers of the Coalition will serve one-year terms as Board members. The remaining seven board members will be elected for three-year terms. The incoming President of the Board may appoint Special Advisors to serve one-year terms, whose roles shall be to support the Board of directors in its efforts to perform its duties. The elected directors of the Board shall be reasonably divided by term of office and representing the various classifications of government agencies, affiliated organizations, and the geographical areas served by the Byway.

Section 2: Selection and Election of Directors

a) Nominating Committee.

At a meeting of the Coalition in the second quarter of the year, the President of the Board shall appoint, subject to approval of the Board of Directors, a Nominating Committee of five (5) members of the Coalition. The President of the Board shall designate the chairman of the committee.

In the third quarter, the Nominating Committee shall present to the President of the Board a slate of candidates, including the four officers and those whose regular terms are expiring. Each candidate must have agreed to accept the responsibility of a directorship if elected.

b) Publicity of Nominations.

Prior to the annual membership meeting, the President shall notify the membership of the names of persons nominated as candidates for director.

c) Additional nominations may be made at the annual membership meeting.

d) Voting Procedures:

The Nominating Committee and the President shall determine the method of voting so that each eligible member present at the annual meeting has one vote. A record shall be kept of the results and eligible members who voted and retained for one year.

Section 3: Seating of New Directors

All newly elected Board members shall assume office January 1 after the election.

Section 4: Removal from Board

A member of the Board of Directors who shall be absent from three consecutive regular meetings in any twelve month period, shall be voted on by the Board to determine if the member should be dropped from membership on the Board.

Section 5: Vacancies

The Board of Directors shall fill vacancies on the Board, or among the officers, by a majority vote at any time such vacancy may occur. Such appointees will serve until the next regular election.

Section 6: Policy

The Board is responsible for establishing procedure and formulating policies of the organization. Such policies will be subject to ratification at the next annual meeting of the Coalition. These policies shall be maintained in a policy manual, to be reviewed and revised as necessary.

Section 7: Staff

The Board may employ staff and shall fix the salary and other consideration of employment.

ARTICLE VI. OFFICERS

Section 1. Officers of the Coalition are:

- President of the Board of Directors
- Vice President
- Secretary
- Treasurer.

Section 2. Duties of Officers

- a) President of the Board

The President shall preside at all meetings of the Coalition or Board. Subject to the approval of the Board, the President shall appoint all committees, committee chairpersons, and special advisors. The President shall sign all contracts and obligations of the Coalition, but only after authorized to do so by the Board. The President shall make an annual report to the membership.

b) Vice President

The Vice President shall exercise the powers and duties of the President in the absence or disability of the President. The President may assign other responsibilities as desired.

c) Secretary

The Secretary shall serve as secretary to the Board, and shall prepare and distribute minutes of meetings of the Board and Coalition. The Secretary will maintain a book of all approved minutes. The Secretary is the official custodian of the records and logo and/or seal of the Coalition. The Secretary shall be responsible for seeing that proper notice of meetings is issued.

d) Treasurer

The Treasurer shall be the custodian of the funds of the Coalition and the supervisor of all the financial records, reporting as directed to the Board in categories and, when requested by the Board, by item. The Treasurer shall assist the President in preparing the annual budget. The Treasurer shall be the custodian of Coalition funds. Such funds shall be kept on deposit in financial institutions, or invested in a manner approved by the Board of Directors. Checks shall be signed by the President or, in the President's absence, by the Vice President. All expenditures shall be reported by the Treasurer at the next regular meeting.

Section 3. Compensation

The members of the Board shall serve without compensation. However, the members may be entitled to receive reasonable reimbursement fees for expenses incurred in carrying out the purposes of the Coalition. No reimbursement may be made without the prior consent of the Board.

ARTICLE VII. COMMITTEES

Section 1. Appointment and Authority

The President of the Board, with the approval of the Board, shall appoint all committees and committee chairmen. The President may appoint such ad hoc committees and their chairmen as deemed necessary to carry out the program of the Coalition. Committee appointments shall be at the will and pleasure of the President of the Board, unless a different term is approved by the Board of Directors.

It shall be the function of the committees to make investigations, conduct studies and hearings, and present their findings to the Board of Directors and to carry on such activities as may be delegated to them by the Board in order to carry out a purpose of the Coalition.

Section 2: Limitation of Authority

No action by any member, committee, division, employee, director or officer shall be binding upon, or constitute an expression of, the policy of the Coalition until it shall have been approved or ratified by the Board of Directors.

Committees shall be discharged by the President when their work has been completed and their reports accepted, or when, in the opinion of the Board of Directors, it is deemed wise to discontinue the committee.

No committee member may make statements on behalf of, or commit the Coalition to any action without the prior approval or ratification of the Board of Directors

Section 4: Divisions

The Board of Directors may create such division, bureaus, departments, councils, or subsidiary corporations, as it deems advisable to handle the work of the Coalition. The Board shall authorize and define the powers and duties of all divisions, bureaus, departments, councils, and subsidiary corporations. The Board shall annually review and approve all activities and proposed programs of such divisions, bureaus, departments, councils, or subsidiary corporations, including collection and disbursement of funds. Divisions, bureaus, departments, councils, or subsidiary corporations shall take no action or resolution of any kind bearing upon or expressive of the Coalition, unless approved by the Board of Directors.

ARTICLE VIII. FINANCES

Section 1. Funds

All money received by the Council shall be placed in a general operating fund. Funds may be placed in an interest bearing account.

Section 2. Disbursements

Upon approval of the budget, the President is authorized to make disbursements on accounts and expenses provided for in the budget without additional approval of the Board of Directors.

Section 3. Fiscal Year

The fiscal year of the Coalition shall be from January 1 through December 31.

Section 4. Budget

As soon as possible after election of the new Board of Directors and officers, the Board shall adopt the budget for the coming year.

Section 5. Annual Review

An independent audit of the accounts of the Coalition shall be conducted annually as of the close of business on December 31. The audit shall at all times be available to members of the organization.

ARTICLE IX. GENERAL REQUIREMENTS

Section 1. Non-Discrimination

In all matters pertaining to the operation of the Coalition, including the selection and appointment of directors and officers, the employment of staff, the provision of services and the conduct of Coalition business, the Coalition and its directors, officers and agents shall not discriminate against any person account of age, race, sex, religion, national origin, or physical or mental impairment.

Section 2. Partisan Politics

The Coalition shall not endorse any political party or candidate or campaign. This does not mean that party representatives or candidates may not participate in Coalition activities.

Section 3. Conflict of Interest

No member of the Board of Directors shall vote on any contract or other business transaction in which the member, the member's employer, or the member's immediate family has a financial interest in the outcome. In the event of such a conflict of interest, the member shall state the conflict and abstain from voting on or discussing the issue. The member's presence may be counted for purposes of determining a quorum.

Section 4. Sunshine Law

The Coalition is subject to the requirements of the Florida open meetings law.

TEMPORARY ARTICLE. INITIAL ADOPTION OF BY-LAWS

The By-Laws shall be adopted by a majority vote of members present at a duly announced meeting open to the public to be held at a time and place to be determined by the Interim Co-chairs for Brevard County and Indian River County. This article shall lapse upon adoption of the By-Laws.

ARTICLE X. AMENDMENTS TO THE BY-LAWS

These By-Laws may be altered, amended, repealed or added to by an affirmative vote a majority of the members of the Coalition present at any regular or special meeting, providing proper notice has been given. Any proposed amendments or alternations shall be submitted to the members in writing at least ten days in advance of the meeting at which they are to be acted upon.

ADOPTED:

We, the undersigned Interim Co-chairs of the Corridor Management Entity, hereby certify that the foregoing by-laws were duly adopted by the Indian River National Scenic Byway Coalition at a meeting duly called and held on the __ day of _____, 2009.

DRAFT

**Indian River Lagoon Scenic Highway Coalition Meeting
January 8, 2009
Lagoon House, Palm Bay, FL**

Attendees:

Dennis Adams, America's Byways Resource Center
Susan Adams, City of Fellsmere
Garry Balogh, FDOT
Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services Manager
Robert Day, SJRWMD - IRL Program
June Farrell, Post, Buckley, Schuh & Jernigan- Orlando
Tim Ford, BRCA – City of Palm Bay
Denise Hayes, Brevard County Parks & Recreation Administrative Secretary
Nicole Holbrook, Sebastian River Area Chamber of Commerce
Beth McMillen, Marine Resource Council
Beth Mitchell, Interim Co-Chairperson IRLSHC, Sebastian River Area Chamber of Commerce and Sebastian Inlet District Commissioner
Gail Oliver, Marine Resources Council
Eve Owens, City of Palm Bay
Richard Stillwagon, Interim Co-Chairperson IRLSHC, City of Titusville
Sueann Thomaston, City of Melbourne

The meeting began at 10:05 a.m.

Mr. Dennis Adams stated that the question to be answered at this meeting was “What will our specific, measurable accomplishments be for the first year?”

A draft chart was created from suggested answers to the question by the Coalition members. A final chart was created by a narrowing down of the suggestions. Both the draft and final charts are attached.

Mr. Adams next suggested that the members narrow down the final chart even further to create a new chart which would assist the Coalition members in dividing accomplishable tasks into quarters for the first year. The result of the member's suggestions is attached.

A discussion was had with regard to applying for grants. A question was posed as to who had the authority to apply for the grant.

Ms. Beth Mitchell stated that the grant cycle coming up could be applied for as a seed grant through one of the local governments rather than through MRC if MRC chooses not to re-partner with the Coalition.

DRAFT

Mr. Richard Stillwagon distributed a revised version of the draft By-Laws and pointed out that in the revised version every member is an equal member with no discrimination between the board and other members, there is no category of voting and non-voting members, and there is mention of the Sunshine Law. He also stated that there would be some minor terminology changes if the Coalition decided to become a 501c3 status.

Mr. Bob Day made a MOTION to begin the process on the First Quarter goals. Mr. Tim Ford seconded the Motion. The Motion passed unanimously.

Ms. Mitchell stated that the next scheduled meeting will be February 5, 2009 beginning at 10:00 a.m.

The meeting ended at 12:11 p.m.