



**Indian River Lagoon National Scenic Byway Coalition Meeting**  
**Merritt Island National Wildlife Refuge Visitor Center**  
**November 3, 2011; 10:00 am**

**MINUTES**

**1. Call to Order/Roll Call**

Meeting called to order by Richard Stillwagon, President, who thanked the MI Refuge for hosting the Coalition today.

**A. Introduction of Guests**

Richard Stillwagon, City of Titusville, President of IRLSNBC  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation, Secretary IRLNSBC  
Deidre Jackson, Florida Space Coast Office of Tourism  
Alex Chamberlain, Bikeways and Trails  
Dorn Whitmore, Merritt Island National Wildlife Refuge  
Bill Walsh, FDOT  
Garry Balogh, FDOT  
Jim Tulley, Mayor of Titusville  
Tim Ford, City of Palm Bay Bayfront CRA, Vice President IRLNSBC  
Bob Day, Local Resident  
Anthony (Tony) Koromilas  
Julian McKinley, FDOT  
David Stanley, CCI Video  
Beth Mitchell, Sebastian River Area Chamber of Commerce  
Susan Adams, Mayor of Fellsmere  
Nicole Holbrook, Sebastian River Area Chamber of Commerce, Treasurer IRLNSBC

Dorn Whitmore spoke about the refuge which has been here since 1963 and how NASA bought 140K acres to operate; the south refuge is closed to the public due to NASA's usage. The refuge is great for bird watching; over 500 species found in the refuge. In the winter birds migrate here. There are 6 hiking trails and boats for people to go into the marshes and lagoon. Each year there are 1.5M visitors. There is an active trapper at the refuge that catch around 2,500 feral hogs each year; the hogs do a lot of damage to vegetation and eat native species. There are 5 national refuges to manage and there is about to be a 6<sup>th</sup>; there are 40 employees managing the refuges. The employees are badged due to the refuge being on NASA property. The refuge provides tours for groups. Fishing is very prominent in Titusville because of the pristine waters.

Mayor Tulley discussed creating a bike trail; St. Johns Sea to the Loop Trail. This will be the largest trail in the country; loop trails are very popular with cyclists. The trail is planned to start as north as Volusia County and go as far south as Oak Hill and travel along US1. There is currently a freeze on bike trails/extensions, but the goal is to have the loop created. Mayor Tulley is in full support and will write letters to the legislature, Congress, FDOT, etc.

2. Approval of Minutes – October 6, 2011

***Marsha Cantrell advised typos were corrected on Page 1, Section 3 and Page 2, Section B. Tim Ford made a motion to approve minutes as amended. Susan Adams seconded. Unanimously approved.***

3. Reports of Committees

A. Sustainability Committee

Marsha Cantrell spoke about going before the Brevard County TDC and welcomed Deidre Jackson as their representative. TDC will re-print 25,000 (Note: correct number is 20,000) of the brochure and quotes are being obtained. FDOT will be printing 2,500. The TDC logo was added to the back of the brochure for the re-print. November 7<sup>th</sup> will be the next Sustainability Committee meeting via teleconference; we need to finalize the PowerPoint for the Indian River TDC meeting on November 16<sup>th</sup> at 2 pm and decide who the presenter will be. The focus during the presentation will be about who we are and what our mission is. Marsha was told the IRLNSBC logo on the agenda and minutes is bogging down some computer systems; perhaps we could make it smaller or eliminate it. It was agreed to continue using the logo and Marsha will see what can be done to resolve the problem.

B. Website Committee

Nicole Holbrook provided the website report for October: 231 visits; 713 page views; length of page view is 2:09. Traffic was down from previous month. If there are any events that could be posted to the events calendar, that could create more traffic. Nicole will run the international report for next meeting. Deidre Jackson advised she will put the Coalition's logo and web link on their TDC site. Discussed the potential of social networking for the Coalition. With the bank account and 501c3 in place, it was agreed to go forward with selling ads for restaurants and businesses for the website.

C. Public Relations Committee

Susan Adams questioned the status of the brochure printing. Garry Balogh stated they wanted to be sure there were no other changes to the brochure.

***Richard Stillwagon made a motion to have the initial print done. Beth Mitchell seconded. Unanimously approved.***

A electronic file of the brochure will be provided to the Coalition for future use. Deidre Jackson will look into the possibility of TDC storing the brochures and will discuss with her Director about distribution; they use a company to distribute to

hotels, zoos, and other organizations. The Public Relations Committee will prepare a distribution list. Garry Balogh will provide Clint Eliason the go-ahead to print the original 2,500 brochures with DOT funding.

#### 4. Reports of Officers

A. President

Richard Stillwagon advised he is preparing the Annual Report.

B. Vice President

Tim Ford stated the City of Palm Bay's US1 streetscaping project has a notice to proceed. The project includes sidewalks, street lighting, and landscaping in the medians.

C. Secretary

Marsha Cantrell said she had nothing further to report.

D. Treasurer

Nicole Capp advised \$230 is in bank account.

Beth Mitchell mentioned that the City of Sebastian is going through a major streetscaping project as well. They would like to reduce the speed limit on US1 due to the amount of accidents and increase accessibility to businesses. It was noted that Rockledge had completed a similar project.

#### 5. Old and Unfinished Business

A. Accreditation

Richard Stillwagon stated that Bob Finck and Mike Palozzi have a good amount of the accreditation information to turn in. Garry Balogh said there would be an email going out to all CME's; they are wanting to have all organizations at Level 1 by the end of the year. The Coalition is very close to completing Level 1. One of the things to be completed include inserting an indemnification clause into the bylaws and there may be other changes needed; Beth Mitchell will provide language to Richard.

B. CMP Update

Garry Balogh showed a copy of the 5 year plan that was approved by the Scenic Highway Advisory Committee; they did make comments – noting mileage discrepancies that needed to be fixed. The Committee is made up of 7 different agencies. Bob Finck and Mike Palozzi are making the changes and will include the comments from the Sustainability Committee.

C. Brochure

Discussed above in Section 3.C.

## 6. New Business

### A. Election of Directors/Officers

There are 4 positions and several vacancies. Richard Stillwagon suggested there be a Nomination Committee; Beth Mitchell volunteered to be the Chair of the Committee. Please let Beth know if you are interested in a Director/Officer position. The candidates need to be presented on the agenda at the December Annual Meeting. The new President should set up a bylaw committee to review for any updating or changes.

## 7. Public comment

Tony Koromilas – Looking for money to get bike path along US1.

Susan Adams – Questioned if we are still moving forward to apply for grants for ourselves versus the byway? The next grant cycle will be announced this month and will be focused on livability, which is geared more towards construction ready projects. There will be more guidelines and criteria when the grant announcement comes out; should also have a longer application turn in window. The guidelines will be sent out prior to the next meeting. Trying to get the TDC to do a virtual site and we can link it to our site and put our site link on theirs.

Bob Day – Air Show this weekend at Cocoa Beach.

Nicole Capp – Sebastian Clam Bake is this weekend at Riverview Park.  
[Sebastianclambake.org](http://Sebastianclambake.org)

Richard Stillwagon – Way finding signage; there is a permitting issue.

Alex Chamberlain – Inquired about the status of the Saint John's Eco-Heritage Trail. It goes all the way to Jacksonville. Mayor Tulley will get Alex contact information.

David Stanley – His company, CCI, is finding it difficult to film wildlife in our area. He discussed some ideas to bring visibility to our website as well as TDC by having remote cameras that work with satellites that can run a live feed of animals and nature, such as eagles and sea turtles. Working with InfoTech and Rocket Cam Company. He hopes CCI can partner with someone and get this project going. In January CCI will be taking proposals to do some work. The live feed video would go on the website. Will speak with TDC about funding and grants to work remotely so as not to disturb nature, but still give the general public the ability to see the amazing wildlife in our area.

## 8. Adjournment

***Susan Adams made a motion to adjourn meeting.***

Meeting adjourned at 11:33am.

**The next meeting will be held at the Lagoon House located at  
3275 Dixie Highway N.E., Palm Bay, FL 32905.**



**Indian River Lagoon National Scenic Byway Coalition Meeting**  
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3275 Dixie Highway N.E., Palm Bay, FL 32905.**





## Indian River Lagoon National Scenic Byway Coalition Meeting

Lagoon House

October 6, 2011; 10:00 am

### MINUTES

1. Call to Order/Roll Call – Meeting called to order by Tim Ford, Vice President, in absence of Richard Stillwagon, President, who is out of town.

- A. Introduction of Guests

Tim Ford, City of Palm Bay

Garry Balogh, FDOT D-5

Nicole Holbrook, Sebastian River Area Chamber of Commerce

Nanci Mitchell, Brevard County Parks and Recreation

Marsha Cantrell, Brevard County Parks and Recreation

John-Mark Palacios, FDOT D-4

Kevin Lowry, USFWS/Pelican Island National Wildlife Refuge

Mary Duncan, Pelican Island National Wildlife Refuge

Vanita Saini, FDOT D-4

Chris O'Reilly, American Consulting Eng.

Carl Bengtson, Celestial Designs/Landscape Consultant

Mark Mathes, City of Fellsmere

Celeste Henry, Old Pineapple Inn

David A. Stanley, Communication Concept Inc

Troy Rice, SJRWMD

Susan Adams, Mayor – City of Fellsmere

2. Approval of Minutes – September 1, 2011

***Susan Adams made a motion to approve minutes. Nicole Holbrook seconded. Unanimously approved.***

Due to the presentations, Tim Ford moved the New Business up on the agenda.

3. New Business

- A. Presentation: District 4 FDOT Design Build Project – I-95, SR 60 to Brevard County Line – American Consulting Professionals

Ariel drawings were presented. The concept is to widen both the North and South bound lanes on I-95 by one lane each; portions of the median will be used to create those lanes, therefore, some of the landscaping will be disturbed. The 512 interchange bridge and vegetation will be replaced. There will be bifurcated sections for drainage and will try to keep some of the trees. All work will be towards

the inside and the only thing changing about the bridge is that it will become higher and ramps will be added. The landscape proposal is removing vegetation at 512 and replacing with low maintenance options such as cabbage palms, accent trees, native grasses, sycamores and the irradiation of invasive plants. The median will be smaller due to retention area; there will be 3 islands created to replace what was lost. The length of project will span 12 miles. The cost estimate for the design build project is \$60 million. Noise abatement down South will be the only one needed; if residents have requests for architecture of wall or logos they need to know immediately so they can be added into the design; the City of Fellsmere would like their logo on the wall if at all possible. The North and South bound exits will be getting an additional turn lane; only on bridge, no space in between. Under the ramp there will be vertical walls. Gateways – perhaps there can be signs stating “Welcome to Fellsmere” or “Welcome to Indian River County”. There is a meeting today at 1:30 with the City of Fellsmere to further discuss the project.

- B. Mark Mathes – City of Fellsmere – Requesting letter of support for grant
- Mark explained he was looking for a letter of support for a TIGER Grant that is Federal money. He handed out a North Indian River County Greenways Plan Graphic that indicated the project corridor. The large green square will become a 10,000 acre stormwater pond; the red “L” on the map is the trail. The rest of the grant will take the trail all the way out to Stick Marsh. Would like to have areas that are unpaved for horses and mountain bikers. Lowest grant amount is \$1M; there is no upper limit. The project will be about \$7M (grant application money). Currently getting partners together and looking to have Counties help with in-kind support; no match is required but looking for 20% match. In kind can count as match. Trail to be non-motorized and ADA accessibility will be available.

***Nicole Holbrook made a motion to write a letter of support. Troy Rice seconded. Unanimously approved.***

#### 4. Reports of Committees

A. Sustainability Committee

Marsha Cantrell discussed the Sustainability Committee telephone conference that was held on the 19<sup>th</sup>. The PowerPoint presentation was finalized and was presented to the Brevard TDC meeting on 9/28. Prior to meeting, Marsha and Richard Stillwagon spoke to Rob Varley, TDC Director, about who we are and why we were at the meeting and he advised he had the authority to approve the brochure funding and that he would work with us. Due to there being so many people at the meeting, we were limited to a 5 minute presentation instead of 10 minutes as expected. During Richard’s presentation, he informed the TDC about the Coalition; what we do, and what was needed as far as support from the TDC. Marsha will follow up on the next step. We are asking for 20,000 brochures at a cost of approximately \$6,000.

November 16<sup>th</sup> is the Indian River TDC meeting; we have been placed on the agenda. Nicole Holbrook/Susan Adams will email Marsha the time and location so she can send it out to the Sustainability Committee. Marsha will schedule another Sustainability Committee meeting before the TDC meeting to discuss the PowerPoint and who the presenter should be.

B. Website Committee

Google web statistics for August & September: total of 641 visits; average time is 1:43 seconds; most visits were from the U.S.; 42 from Sweden. In the U.S. the majority of visits are from Florida. (Central Florida; Ft. Meyers). The website hosting has been transferred.

C. Public Relations Committee

Susan Adams has been working on the brochure and would like to be included in the next Sustainability Committee teleconference meeting to begin working together.

5. Reports of Officers

A. President

Richard – no report – out of town.

B. Vice President

Tim advised there will be a ground breaking next Thursday 10/13 at 5:30pm across from the Chamber for the US1 streetscaping project. It is a \$1.3 million project that includes sidewalk, pedestrian lighting and median landscaping. The Lagoon House will have a volunteer day on 10/22 from 8-1 and will be asking for help landscaping and painting. The Redevelopment Agency has offered to donate the paint for the porch rails.

C. Secretary

Marsha announced a large event called the Art of Sands that will be held at the Space Coast Stadium. It is hoped to draw more visitors than last year's event since it is close to I-95. There will be several international artists/sculptors working on large sand projects.

D. Treasurer

Nicole advised there is \$230 in our bank account.

6. Old and Unfinished Business

A. Accreditation

Level 1 package is being put together.

B. CMP Update

Is complete and has been submitted to the SHAC.

C. Brochure

Brochure has been finalized; receiving 2,500 copies from FDOT and will be requesting Brevard County TDC's support for the cost of re-printing more. Will need to add the TDC logo to the brochure for the re-print.

7. Public comment

Troy Rice mentioned that the Indian River Lagoon Day will be held on 11/6 at Front Street Park in Melbourne. The Committee is welcome to put up a table and pass out brochures. If interested, he will send the registration form.

8. Adjournment

Meeting adjourned at 10:53am

**Next Meeting:**

**November 3; 10 am, Merritt Island NWR Visitor Center – East on SR 406**



DRAFT

**Indian River Lagoon National Scenic Byway Coalition Meeting  
POW/MIA Building, Melbourne  
September 1, 2011**

President Richard Stillwagon opened the meeting asking for the opportunity to change the flow of the agenda and move the brochure to the first item of business since it will take some discussion and then move on to the Sustainability Committee Report.

**Call to Order/Roll Call**

Richard Stillwagon, City of Titusville  
Celeste Henry, Old Pineapple Inn  
John Schantzen, North Merritt Island Homeowners Association  
Tim Ford, City of Palm Bay  
Garry Balogh, FDOT  
Kelly Gaines, Costa DeVault  
Clint Eliason, TranSystems  
Bob Finck, Atkins North America, Inc.  
Bob Day  
Marsha Cantrell, Brevard County Parks and Recreation  
Nanci Mitchell, Brevard County Parks and Recreation  
Susan Adams, City of Fellsmere – Mayor  
Nicole Holbrook, Sebastian River Area Chamber of Commerce  
Mary Duncan, Pelican Island National Wildlife Sanctuary

**Approval of Minutes – August 4, 2011**

***Motion made by Tim Ford and seconded by Bob Day. Unanimously approved.***

**Brochure –**

Clint passed around a draft brochure that included the changes that were requested. Kelly went through the brochure and explained the changes; it opens to an 11x17 size and starts with the North Loop and moves to the Central Loop and finishes with the South Loop. There are still a few stock photos in the brochure and we can change them; taking no time at all. The map is larger and not finished yet; will be adding more locations. Still doing finishing touches and making sure all the changes have been made and making sure there are no typos. Clint will email Marsha the PDF brochure today to distribute. If anyone has any other comments or changes once the PDF is sent out, please send them to Susan Adams no later than next Thursday @ 5:00pm and she will send the comments to Clint on Friday morning; map changes will be sent over on the 12<sup>th</sup>. The decimal form for the GPS coordinates will be used and a map insert for the

Pineapple Avenue Extension will be added. The brochure should be finalized by the end of September. Clint will be sure there are at least 15 copies printed in time for the Brevard TDC meeting on September 28. Clint will provide the numbers for how much it will cost to reprint the brochure.

#### **Sustainability Committee –**

Marsha reported the Committee met on 8/29 and discussed the PowerPoint; want a short version and a longer one. The presentations can be edited towards the group it is being presented to. If there are any names or addresses of political figures to add to the mailing list please send them to Marsha. Richard is working on a draft letter to be used as an introduction. The next Indian River TDC meeting is 11/16 at 2pm; Susan will help schedule us on the agenda. Presentations will be about who we are, what we do and what we are looking for as far as support/partnership. The next Brevard County TDC meeting is on 9/28 at 2:30pm; we are allotted 10 minutes. Garry, Richard, Bob D, Marsha and Susan (if she can make it as she has another meeting) will attend the meetings. (Note, after the meeting Tim volunteered to also attend.) Bob F and Mike will prepare the packages of information to distribute. The Committee discussed phases; Phase 1 – awareness; adding membership. Phase 2 – project phase.

#### **Website Committee –**

Nicole advised we have received some inquiries. No report was run this month for Google stats; will have one next meeting. Kelly discussed putting the brochure on the website. She will come up with some ideas and send it over to Nicole for the Committee to make a decision. It was suggested people register in order to download the brochure so we can track their information. Kelly is ready to do the website transfer; needs to make sure the website is backed up, and if so, can be turned around in 24-48 hours. Discussed doing an audit to see where we are ranking on search engines such as Google; the potential for newsletters going out monthly via website or through the phone apps and putting a shopping cart on the website to sell merchandise through Café Press. Other byways have had trouble with Café Press so perhaps there are other options we could look into.

#### **Public Relations Committee –**

Susan stated that once the brochure is complete, the next step is to talk to the Sustainability Committee regarding recruiting membership.

#### **President Report –**

Richard may not be at the October meeting and Tim will chair if Richard is unavailable. The October meeting will be at the Lagoon House and the November meeting will be held at the Merritt Island National Wildlife Refuge.

#### **Vice-President Report –**

Nothing to report.

#### **Secretary Report –**

Nothing to report.

**Treasurer Report –**

There is currently \$230 in our account.

**Accreditation –**

Bob F. and Mike are assisting Richard preparing information to send to Wanda Maloney. 4-6 weeks and we should be reaching the accreditation process.

**CMP –**

Bob F. advised the Sustainability Committee has reviewed and it is ready to be submitted. Clint advised on how to submit and how many to send. Marsha will send out the link to the report when it is finalized.

**501C3 Designation –**

Richard advised we have the designation and we are a not-for-profit organization. An indemnification paragraph needs to be added into the bylaws.

**New Business –**

No new business.

Meeting adjourned at 11:12am.

**Next Meeting is on October 6, 2011 at the Lagoon House in Palm Bay at 10:00am.**



DRAFT

**Indian River Lagoon National Scenic Byway  
Coalition Meeting  
Lagoon House, Palm Bay  
August 4, 2011**

President Richard Stillwagon opened the meeting explaining the purpose of the National Scenic Byway Program and the importance of the designation.

**Call to Order/Roll Call**

Susan, Adams, City of Fellsmere  
Celeste Henry, Old Pineapple Inn  
Bob Finck, Atkins  
Mary Duncan, Pelican Island NWR Complex  
Troy Rice, SJRWMD/IRLNEP  
Richard Stillwagon, City of Titusville  
Robert Day, Resident  
Garry Balogh, DOT  
Beth Mitchell, Sebastian River Area Chamber of Commerce  
Nicole Holbrook, Sebastian River Area Chamber of Commerce  
Clint Eliason, Transystems  
Andy Nicol, Transystems  
Barry Brown, City of Cape Canaveral  
Tim Ford, City of Palm Bay  
Marsha Cantrell, Brevard County Parks and Recreation

**Approval of Minutes – June 2, 2011 and June 28, 2011 (Special Meeting)**

**Motion made and seconded by Susan Adams and Beth Mitchell. Unanimously approved.**

**Public Relations Committee - Brochure –**

Susan Adams provided a power point and handout on the Brochure edits. Coalition agreed: no restroom symbols, approved CME language, selected pictures, selected loop site order (north, central, south), eliminate general information area. Susan will continue working with Transystems to finalize.

**Sustainability Committee –**

Marsha Cantrell advised they had met July 25. Items discussed included updating the Coalition's power point to provide presentations to the TDCs of both counties requesting money for the brochure. Susan/Beth advised you could not request money from the Indian River TDC



during the year and the Chamber was requesting money in their budget for the Coalition brochure. The Committee recommends the scheduling of the Coalition meetings every other month to a different location and the Lagoon House as the “base” home. The Byway is so long that no meeting location is convenient to everyone – it is hoped the rotation will encourage additional participants. Possible locations were discussed.

**Motion made and seconded by Beth Mitchell and Tim Ford to approve the scheduling of Coalition meetings along the Byway every other month and returning to the Lagoon House every other month. Unanimously approved.**

It was agreed the next Coalition meeting will be at the POW/MIA Building on US 1 at the northeast corner of the Pineda Causeway. Marsha asked for everyone to submit names of elected officials/organizations, etc. to be added to the Coalition distribution list. Troy Rice advised in January his organization would begin the 2012/2013 solicitation process for grant funds and the Coalition could request funds for the brochure as long as it implements the CCMP. Nicole Holbrook agreed to get back involved in the Committee (she was on maternity leave for a while).

**Website Committee –**

Nicole advised since June 1 there were 430 visits and she provided more specifics regarding the web hits. The transfer from the 352 web company has been long and frustrating and should be happening soon.

**Public Relations Committee –**

Susan advised she had been working on the brochure.

**President Report –**

Richard distributed a 3 minute video on the Byway program that could be used for promo use. Garry Balogh advised a new video was being made. It was agreed that Nicole would post on the Coalition’s web site.

**Vice-President Report –**

Tim announced on August 18 the Palm Bay City Council will award the street scaping of US 1 in Palm Bay and should be complete February/March. Total cost is \$1.3 million with \$650,000 in scenic byway monies.

**Secretary Report –**

Marsha advised no further report other than the Sustainability Committee.

**Treasurer Report –**

Nicole advised there is \$230 in the Coalition’s account.

**Accreditation –**

Richard stated he was working the process and distributed a sheet indicating the accreditation requirements and the status.

**CMP –**

Bob Finck advised the final draft was being reviewed by the review committee (the Sustainability Committee).

**501C3 Designation –**

Richard stated the process is complete and he's looking into when the reports must be filed.

**New Business –**

Clint Eliason acknowledged it has been 10 years since the Byway designation and presented a plaque to Richard.

Garry presented several theme brochures that the State received a grant for and advised the IRLNSB is in 4 of the brochures.

Mary Duncan stated her new supervisor Kevin (replacing JoAnne) would start next month and she expected to continue attending the Coalition meetings.

Meeting adjourned at 12:05.

Next Meeting September 1, 10 am:

POW/MIA Building, 5995 North US Highway 1, Melbourne, FL 32940  
(NE corner of US 1 and Pineda Causeway).



**Indian River Lagoon National Scenic Byway  
Coalition Meeting  
Lagoon House  
June 2, 2011; 10:00 am**

**MINUTES**

**1. Call to Order/Roll Call**

**A. Introduction of Guests**

Richard Stillwagon, City of Titusville  
Linda Wynter, PNC Bank  
Tim Ford, City of Palm Bay  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation  
Susan Adams, City of Fellsmere  
Nicole Capp-Holbrook, Sebastian River Area Chamber of Commerce  
Mary Duncan, Pelican Island National Wildlife Sanctuary  
Mike Palozzi, Shaw Environmental  
Bob Day, SJRWMD

**2. Approval of Minutes – April 7, 2011**

*Susan Adams made motion to approve minutes as presented. Bob Day seconded motion. Unanimously approved.*

**3. Reports of Committees – (shifted agenda)**

Linda Wynter spoke about PNC Bank. They currently have branches from Ft. Lauderdale to Daytona Beach and have been in business for 150 years; located in 13 states; based out of Pittsburgh, PA. Linda has been with PNC Bank for 5 years. Discussed the features of the free non-profit account; can do 500 transactions with no charge; deposit over \$50K with no charge; free check printing. Can take an application today with no initial deposit. Discussed having one or two signatures on the check; Linda said it varies with each non-profit organization. Coalition agreed to have one signature with Richard Stillwagon and Nicole Holbrook on the account. To open an account: need non-profit paperwork, EIN#, tax ID#, and 2 forms of identification of each person signing on the account. Any checks received should be made out to IRLNSB and mailed to Nicole for deposit. Linda suggested putting something on the website to take credit cards.

*Susan Adams made motion to open an account using PNC Bank. Mike Palozzi seconded motion. Unanimously approved.*

**A. Sustainability Committee** – Garry, Mike, Bob and Marsha held a working lunch sustainability meeting at Dixie Crossroads in Titusville.

- Corridor Events – Need to identify 2 events within the community next year to promote the Byway; 1 event in each county. Possibilities for events: Frog Leg Festival, Fall For the Arts, Grant Seafood Festival, Sebastian Clam Bake, Pelican Island Festival, Space Coast Birding and Wildlife Festival. Richard will work with Laurilee on getting a table at the Birding Festival.

Events Agreed Upon:

- 1.) Space Coast Birding Festival – Contact Person: Richard Stillwagon
  - 2.) Grant Seafood Festival – Contact Person: Nicole Holbrook
  - 3.) Sebastian Clam Bake – Contact Person: Nicole Holbrook
- Community Education – Coalition needs to talk to communities along the corridor and educate about who we are and what we do. Need to meet with each county's TDC, Chambers and County Commissioners to present a 7-8 frame slideshow and distribute handouts; need to have someone speak at the presentations. Susan is on the Indian River County TDC; next meeting is in September. Brevard County TDC contact is Rob Varley. A suggestion was made to approach the Chambers at the TDC meetings and schedule meetings with them.
  - Public Relations through Press – Jim Waimer, reporter for Florida Today, has expressed some interest in the Byway. We will invite him to a meeting and request a sit down interview with Richard and Garry for a feature story.
  - Meeting Location – A new meeting location or rotating locations may encourage and increase participation.

Mike further advised there was a conference call regarding grant applications. Five applications were sent in; 1 was from the state and 1 was disqualified. Our application was ranked #3. A suggestion was made to have a letter written to the Congressman for him to support the application and project.

The Sustainability Committee will have a follow up meeting.

**B. Website Committee** – The map is up on the website. The 3 domain names we have were renewed. Added the Fellsmere site for the brochure. Garry will contact Kelly Jordan to help do Phase 2 of the website. Kelly works for Atkins North America; Mike will send contact information to Nicole. Nicole recapped the website stats: 419 visits of which 129 were from Google, 92 from City of Fellsmere site, 11 were direct traffic. Inquiries: Andrew Waeber from Tallahassee trying to compile a master contact list of those directly/indirectly related to Historic Preservation. Nicole will give him Richard's name. Resident, George, would like to help maintain the view from US1; Nicole will refer him to Jim Egan from MRC.

**C. Public Relations Committee** – Nothing to report. Sent photos to Clint. There has been no proof brochure regarding the suggested changes.

#### **4. Reports of Officers**

**A. President** – Nothing to report.

- B. **Vice President** – Castaways Point Park improvements in the City of Palm Bay should be completed this week. Put in a walkway, connected piers, and a pervious asphalt road and driveway.
- C. **Secretary** – Nothing to report.
- D. **Treasurer** – Established a bank account; \$130 collected from today's donations to deposit this afternoon. Thank you for the donations.

**5. Old and Unfinished Business**

- A. **Accreditation** – Nothing to report. Garry given the go-ahead to set up a teleconference to see what has been done so far and to facilitate wrapping it up.
- B. **CMP Update** – This is moving along; goal is to get a final draft to Garry for review to make sure we have all required points and then to the Sustainability Committee for review. Will have to Garry by middle of July.
- C. **501c3 Designation** – Thank you to City of Fellsmere for the \$400 to get everything turned in. The package has been received by the IRS and it should take about 4 weeks before we hear something back.
- D. **Brochure** – Will work with Brevard County TDC for reprinting. Their requirement is to have their logo on the back of the brochure and need that ability to add when we reprint. Brochure needs to be reviewed by the Coalition prior to print. A facts sheet should be made to hand out at events so the brochures are not used up too quickly.

**6. New Business**

Beth McMillen is no longer with MRC and is unable to remain active with the Coalition; Richard will contact her. Vacant Board Member slots need to be filled.

**7. Public comment**

Bob spoke about the Hot Rod Power Tour which brings in a lot of people; may want to add this to our event list since it is held on the Byway.

**8. Adjournment**

Meeting adjourned at 11:36am.

IRLNSB  
Summary of Brochure Changes  
Final Review August 4th

Please review the following list of changes. We will be discussing and finalizing all changes at the August 4<sup>th</sup> meeting. There are some items that we need suggestions in order to finish up. Please email your comments and suggestions to [susanadams@cityoffellsmere.org](mailto:susanadams@cityoffellsmere.org) . We will compile those for our discussion on August 4<sup>th</sup> . Please refer to the current version of the brochure and the IRLNSB website when reviewing the summary of changes.

### **Miscellaneous Formatting and Layout Changes**

Make blue Site Titles/headers starting on page 2 & throughout a darker teal so it is easier to read

Move address details listed in the Directory of Sites to site descriptions starting on page 2, include GPS coordinates like sample brochure at the meeting

Add to legend in Directory of Sites an icon indicating restrooms, include legend icons under each site description. ( We will need to determine if there are restrooms available at each site)

Add a paragraph about the CME to the back cover (We need language or suggested language)

Add Visitor Center Address to back Cover:

Lagoon House Visitor Center, 3275 Dixie Hwy NE, Palm Bay, FL 32905 (321)725-7775

Sebastian Area Chamber of Commerce Visitor Center 700 Main Street, Sebastian FL, 32958 (772)589-5969

Move the America's Byways logo and Florida Scenic Highway logo to front cover in the tan block under the website address and enlarge

Remove Transsytems logo

Add Marine Resource Council Logo

Leave FDOT and SRACC logos

Choose new photo for the cover (Several have been submitted and we will be choosing one August 4th)

Replace and rearrange stock photos used throughout the brochure. (Can use submitted pics as well)

Remove Directory of Sites and replace with full four panel fold out map

Divide map into sections that mirror the website map, creating 3 driving loops, North, Central and South

Add numbers that correspond to site descriptions for each site on the map and add numbers to correspond with map points after each site description beginning on page 2 (Similar to other byway brochures that we will bring as a sample)

Melbourne Causeway should be in red

## Driving Loops

The descriptions, starting on page 2, will be put in order based on the map being broken down into 3 driving loops. The loops will be set up as they are on the IRLNSB website map.

Underlined information indicates a change in the Site Description Title

\*Asterisk indicate a new Site that has been added to the Site Description List (We will need suggested description wording for the new sites, it may be possible to copy some of the descriptions from the IRLNSB Website where sites duplicate)

### North Loop Site Order

Merritt Island National Wildlife Refuge Visitors Center  
U S Space Walk of Fame Park & Museum  
The American Police Hall of Fame and Museum  
U S Astronaut Hall of Fame  
Manatee Hammock Campground  
Pritchard House in Historic Downtown Titusville  
Cocoa Village  
Lori Wilson Park  
East Coast Surfing Hall of Fame @ Cocoa Beach Surf Company  
Surfing Hall of Fame @ Ron Jon's Surf Shop  
Cocoa Beach Pier  
The Cove at Port Canaveral  
Kelly Park East & West

Sites that we are not sure where to include in the driving loop order (We will need to discuss at the Aug 4<sup>th</sup> meeting):

Manatee Sanctuary Park  
Nancy Hanson Recreation Complex  
Valiant Air Command Warbird Museum  
Kennedy Space Center Visitor Complex  
\*\*Enchanted Forest  
\*\*Canaveral National Seashore  
\*\*Pine Island Conservation Area & Sam's House  
\*\*Manatee Cove Park  
\*\*Riverwalk –A Family Park

### Central Loop Site Order

Turkey Creek Sanctuary  
Castaway Point  
Lagoon House  
Historic Downtown Melbourne  
Brevard Art Museum @ the Eau Gallie Art District  
Melbourne Beach Pier  
Juan Ponce De Leon Landing Park

Sites that we are not sure where to include in the driving loop order (We will need to discuss at the Aug 4<sup>th</sup> meeting):

Riverside Pier Park  
\*\*James H Nance Park  
Brevard Zoo  
The Old Pineapple Inn  
Pineapple Park  
Historic Rossetter House Museum & Gardens

**South Loop Site Order**

Grant Historical House  
Micco Scrub Sanctuary  
ST Sebastian River Preserve State Park  
\*\*Marsh Landing Restaurant @ the Fellsmere Old Town District  
Fellsmere Trailhead Preserve  
Indian River County Public Shooting Range  
North County Aquatic Center & East Entrance to St Sebastian River Preserve State Park  
Dale Wimbrow Park  
Donald McDonald Park  
\*\*Fisherman's Landing  
Mel Fishers Treasure Museum  
\*\*Sebastian River Area Chamber of Commerce Visitor's Center  
Sebastian Area Historical Museum  
Riverview Park / Paul Kroegel Statue  
Environmental Learning Center  
Archie Carr National Wildlife Refuge  
Treasure Shores  
Pelican Island National Wildlife Refuge  
Historic Jungle Trail  
McLarty Treasure Museum  
Sebastian Inlet State Park & Fishing Museum  
Long Point Campground  
Barrier Island Sanctuary Mgmt. & Education Center  
Honest John's Fish Camp

After each driving loop grouping add the following statement: "For more information on local parks, sites of interest and other amenities please see the following websites...." (We will need a list of websites for each grouping)





**Indian River Lagoon National Scenic Byway  
Coalition Specially Called Meeting**

Brevard County Government Center, Building B, 1<sup>st</sup> Floor, Magnolia Room  
June 28, 2011; 10:00 am

**MINUTES**

**1. Introduction of Members and Guests**

Michelle Snyder, Lagoon House; MRC  
Beth Mitchell, Sebastian River Area Chamber of Commerce  
Garry Balogh, FDOT  
Steve Smith, Reporter  
Mary Duncan, Pelican Island National Wildlife Refuge Complex  
Richard Stillwagon, City of Titusville  
Nicole Holbrook, Sebastian River Area Chamber of Commerce  
Susan Adams, City of Fellsmere  
John Schantzen, North Merritt Island Homeowners Association  
Darleen Hunt, North Merritt Island Homeowners Association  
Bob Day, SJRWMD  
Tim Ford, City of Palm Bay  
Angie Apperson, City of Cape Canaveral  
Marsha Cantrell, Brevard County Parks and Recreation  
Nanci Mitchell, Brevard County Parks and Recreation

**2. Brochure Discussion – Packet of comments and a brochure were handed out to those in attendance today. Goal today is to make the brochure more user friendly. Garry advised the Coalition had originally requested a booklet brochure with a fold out map, GPS coordinates, and glossy paper. After discussion agreement was**

- Light blue headers don't have enough contrast.
- MRC Logo to be put on the back
- Map larger and do away with the information for each listing on the front of the pull out; that information should be within the paragraph of the site and use a number to locate that site on the map.
- Locations/sites should flow North to South.
- There will be 3 loops; North, Central, and South to reflect the website.
- Need to list what the Coalition does and what a Scenic Byway is; this information on the back of the brochure with contact information and membership information.
- Cities can request an electronic copy of brochure to put on their website.
- Use non high glossy paper for the brochure to look more natural.

## DRAFT

- Darker headings.
- Need legend of what there is to do at the park, including restroom facilities.
- List city websites for additional site listings.
- Remove hours of operation.
- The Melbourne Causeway should be in red.

Susan will compile all of today's decisions/agreements into one list and will be the point of contact with Clint. Any suggestions after today's meeting should be sent to Susan and she will create a master list for the August 4<sup>th</sup> meeting to finalize.

3. Location Discussion - To be added, deleted, or combined in the brochure. Susan to compile master list and distribute later.

4. Discussed Logos, and the Front & Back Covers of Brochure:

### Logos:

- Add the MRC logo
- Remove the TranSystems logo
- Add America's Byways and Florida Scenic Byway logo to the front cover
- Add Fellsmere logo

### Back Cover:

- Add both visitor center addresses
- Add the Interactive Website address
- Add Membership Opportunities information

### Front Cover:

- Choose a different main picture for the front cover
  - Whoever has Lagoon pictures bring to Susan at August meeting.
- Add America's Byways and Florida Scenic Byway logo to the front cover

Please have any additional comments to Susan by the end of the week.

Meeting adjourned.



**Indian River Lagoon National Scenic Byway  
Coalition Meeting  
Lagoon House  
June 2, 2011; 10:00 am**

**MINUTES**

**1. Call to Order/Roll Call**

**A. Introduction of Guests**

Richard Stillwagon, City of Titusville  
Linda Wynter, PNC Bank  
Tim Ford, City of Palm Bay  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation  
Susan Adams, City of Fellsmere  
Nicole Capp-Holbrook, Sebastian River Area Chamber of Commerce  
Mary Duncan, Pelican Island National Wildlife Sanctuary  
Mike Palozzi, Shaw Environmental  
Bob Day, SJRWMD

**2. Approval of Minutes – April 7, 2011**

*Susan Adams made motion to approve minutes as presented. Bob Day seconded motion. Unanimously approved.*

**3. Reports of Committees – (shifted agenda)**

Linda Wynter spoke about PNC Bank. They currently have branches from Ft. Lauderdale to Daytona Beach and have been in business for 150 years; located in 13 states; based out of Pittsburgh, PA. Linda has been with PNC Bank for 5 years. Discussed the features of the free non-profit account; can do 500 transactions with no charge; deposit over \$50K with no charge; free check printing. Can take an application today with no initial deposit. Discussed having one or two signatures on the check; Linda said it varies with each non-profit organization. Coalition agreed to have one signature with Richard Stillwagon and Nicole Holbrook on the account. To open an account: need non-profit paperwork, EIN#, tax ID#, and 2 forms of identification of each person signing on the account. Any checks received should be made out to IRLNSB and mailed to Nicole for deposit. Linda suggested putting something on the website to take credit cards.

*Susan Adams made motion to open an account using PNC Bank. Mike Palozzi seconded motion. Unanimously approved.*

**A. Sustainability Committee** – Garry, Mike, Bob and Marsha held a working lunch sustainability meeting at Dixie Crossroads in Titusville.

- Corridor Events – Need to identify 2 events within the community next year to promote the Byway; 1 event in each county. Possibilities for events: Frog Leg Festival, Fall For the Arts, Grant Seafood Festival, Sebastian Clam Bake, Pelican Island Festival, Space Coast Birding and Wildlife Festival. Richard will work with Laurilee on getting a table at the Birding Festival.

Events Agreed Upon:

- 1.) Space Coast Birding Festival – Contact Person: Richard Stillwagon
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The Sustainability Committee will have a follow up meeting.

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**C. Public Relations Committee** – Nothing to report. Sent photos to Clint. There has been no proof brochure regarding the suggested changes.

#### **4. Reports of Officers**

**A. President** – Nothing to report.

- in the City of Palm Bay*
- B. **Vice President** – Castaways Point Park improvements should be completed this week. Put in a walkway and connected piers, *and previous asphalt road and drive.*
  - C. **Secretary** – Nothing to report.
  - D. **Treasurer** – Established a bank account; \$130 collected from today's donations to deposit this afternoon. Thank you for the donations.

## 5. Old and Unfinished Business

- A. **Accreditation** – Nothing to report. Garry given the go-ahead to set up a teleconference to see what has been done so far and to facilitate wrapping it up.
- B. **CMP Update** – This is moving along; goal is to get a final draft to Garry for review to make sure we have all required points and then to the Sustainability Committee for review. Will have to Garry by middle of July.
- C. **501c3 Designation** – Thank you to City of Fellsmere for the \$400 to get everything turned in. The package has been received by the IRS and it should take about 4 weeks before we hear something back.
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## 6. New Business

Beth McMillen is no longer with MRC and is unable to remain active with the Coalition; Richard will contact her. Vacant Board Member slots need to be filled.

## 7. Public comment

Bob spoke about the Hot Rod Power Tour which brings in a lot of people; may want to add this to our event list since it is held on the Byway.

## 8. Adjournment

Meeting adjourned at 11:36am.



## **Indian River Lagoon National Scenic Byway Coalition Meeting**

**Lagoon House  
April 7, 2011 @ 10:00am**

### **MINUTES**

Call to Order – Meeting was called to order at 10:10am

#### Introduction of Guests

Richard Stillwagon, City of Titusville  
Nicole Holbrook, Tourism Coordinator, Sebastian River Area Chamber of Commerce  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation  
Tim Ford, City of Palm Bay  
Celeste Henry, Old Pineapple Inn  
Mary Duncan, USFWS, Pelican Island National Wildlife Refuge  
Garry Balogh, FDOT  
Bob Finck, Atkins North America, Inc.  
Mike Palozzi, Shaw Environmental  
Dorothy Mulligan, Visitor  
Bob Day, SJRWMD

Announcements – The Pritchard House is having a grand opening on April 29<sup>th</sup>. Saturday there will be tours of the house for a donation of \$5 and a children's workshop. Sunday there will be a ribbon cutting. The Pritchard House will be receiving a State award next month.

The Federal Government is moving to add the byway program into the livability program. Funding will be in the form of block grants.

Next month's meeting is scheduled for May 5, 2011 and will be a bus tour of the North Area. The bus has been reserved and Beth is putting the itinerary together. Discussed stopping by commissioner's/city manager's offices along the way or inviting them to lunch. Everyone was reminded the bus is not air conditioned.

*Committee agreed that there will be no meeting in the month of July.*

#### Old Business

##### Committee Reports

Sustainability Committee Report – Major goals were to find membership and money. Discussed working on the 5 year CMP update and Community Participation Plan. The CPP has 3 databases to review. Need to increase the Membership list by adding elected officials such as Mayors, Commissioners and a representative from each of the wildlife sanctuaries. Send names and organizations of who should be added. Discussed the Potential Stakeholders List; these are organizations/people who we want as partners that have similar philosophies. Send names and organizations of who should be on this list. The Canaveral Port Authority, KBB and KIRB use to be on the list and attended the meetings. We need to pick 1 or 2 events from the Event Tracking List to participate in the Fall. Members need to get out and

attend eents. Mary will speak to the Pelican Island Preservation Society (PIPS) and will obtain the date of the next years wildlife festival. Melbourne Art Festival and Grant Seafood Festival are possible events that should be added. After the meeting, Bob F. and Mike will be taking pictures of the corridor for the 5 year CMP and will also send them to Nicole for the website.

Website Committee Report – Corrections have been made to the map where the line for the top section of the byway is; added the border around the Fellsmere corridor; still need to fix the location of the Merritt Island National Wildlife Refuge. The website was launched on 9-8-10 and so far there have been 1,119 visits; 4,055 page views; average time on site is 2 minutes 43 seconds. 990 visits are from Florida; other top places are NY, GA, MI, NC, PA, VA, IL, CA, and MA. Top places in Florida are Sebastian, Gainesville, Orlando, Vero, Melbourne, and Tallahassee. One inquiry came from someone who wants to start a winery in Fellsmere and wants to be linked to the website. A video that the City of Fellsmere made was played and the Coalition agreed for it to go on the website. Bob F. spoke about the Café Press options and the management price being steep. He offered their website development to help get set up and we would be able to manage it.

Public Relations Committee Report – The TranSystems logo should be removed. The draft Brochure is generic and the pictures are not specific to the byway such as recreational, wildlife and water pictures. There are pictures on the website that can be used. Nicole will look through and send some to Clint. Further comments should also be sent to Clint.

Treasurer's Report – There is a need for a business bank account to be opened since the Colition is a designated Florida Not-for-Profit corporation working on 501c3 status. Perhaps we could put a bank's logo on the website in return for a free checking account. Nicole will research banks that have branches in both Brevard and Indian River County. She will need the EIN number and a packet of information to take to the banks. Tim has some of the old brochures and Bob F. will provide the corporation papers.

501c3 Designation Status Report – The form for the 501c3 designation is ready; needs signatures and the check from Susan Adams. Bob F. needs a list of activities. Discussed past, present and future activities; bus tour, tabling events, education to citizens, website, promotional brochure, Lagoon House being the welcoming center for the byway, removal of exotic plants to open up views, shoreline stabilization, grants to staff the facility, and support of other groups such as the wildflower resolution. Accomplishments should be added to the activities list.

Review Work Plan – Discuss at next meeting.

#### New Business

Will rename the Members List; add Mary Duncan to the email distribution list and member list.

Garry reminded the committee that the Florida State Scenic Highway Workshop is being held in St. Augustine from June 8-10<sup>th</sup>. There will be a program sent out soon.

The bus tour will be free again this year. In the future, may want to ask for donations..

Approval of Minutes – *Bob Day made motion to approve minutes as presented. Tim Ford seconded. Unanimously approved.*

Adjournment – The meeting was adjourned at 11:45am.

Indian River Lagoon National Scenic Byway Meeting  
Lagoon House  
March 3, 2011 @ 10:00 am

- I. Meeting called to order at 10:14 AM.
- II. Introduction of Members and Guests  
Richard Stillwagon, City of Titusville  
Beth McMillen, Marine Resources Council  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation  
Tim Ford, City of Palm Bay  
Mary Duncan, Pelican Island National Wildlife Refuge  
Bernie Gott, Visitor  
Garry Balogh, FDOT  
Celeste Henry, Old Pineapple Inn, Melbourne Beautification Coalition  
Mike Palozzi, Shaw Environmental  
Bob Finck, PBS&J  
Clint Eliason, Transystems  
Susan Adams, City of Fellsmere
- III. Adoption of Minutes  
***Tim Ford made motion to approve minutes as presented. Beth McMillen seconded. Unanimously approved.***
- IV. Coalition Reports:
  - a. Sustainability Coalition: Encouraging Coalition to look at new membership. Will schedule a meeting after the next month's meeting. The 501c3 is coming along; need a few more pieces. Need narrative of past, present and future organizational activities; Bob F. will send Marsha the electronic version and Marsha will send out to the Coalition for input. We need to work on the budget that was provided last month and add some things to it.
  - b. Brochure: Clint passed around the draft brochure. The brochure will include an introduction, list of resources and a large fold out map in the back. Clint requested the Coalition to decide which resources to go on the map; not all resources will be able to fit on the map. Discussed which pictures to use; the potential for creating a large brochure that people could request from the website; this brochure will be downloadable from the website; which logos should go on the back and the contact number and address. Clint will email Marsha the PDF version of the brochure and asked that the Coalition members email Clint with comments. All comments should be received by Clint by the end of March.
  - c. Public Relations Coalition: Susan has information regarding on-demand merchandising from Wanda. They require a \$500 set up fee and 20% commission from merchandise purchased. We have a need for a bank account. Bob F. is working on this with another byway and will provide information from that group. Florida Black Bear uses Café Press for the purchase of merchandise.
  - d. Officer Report: Discussed pursuing Level 1 Accreditation through the National Byway Program. Marsha and Richard attended the kick-off meeting in DeLand. Richard gave a presentation on our Coalition's experience with the process. The Level 1 application package was distributed and we discussed member contact information, meeting calendar, and vision statement. The vision statement is the first paragraph and the rest of the text will be used as a welcome section. Discussed the history of the byway, goals work plan, budget, and needing to work on the Community Participation Plan. The levels of accreditation are on the website which is [www.fl-D5-accreditation.com](http://www.fl-D5-accreditation.com). A link discussing how to manage an effective byway organization is [makingthegrassrootsgrow.com](http://makingthegrassrootsgrow.com).



V. Old Business

- a. NSB Grant – There has not been any news on the scenic byway grant from 2010 or the new grant cycle announcement. The last state coordinators telephone call with NSB resulted with news that the grants have been put on the back burner.
- b. 5 Year CMP Update – Spreadsheet was emailed and handed out. This is a compilation broken down by categories. Action plan – broken down by short term and long term. Need to move forward with the update. Per scenic highway manual you must inform if it is a short term or long term. Short term is 12-18 months and includes membership, marketing, website, and brochure. Long term is 18+ months. Funding sources are listed at the end of the document. Discussed that H4 should be responsible by “CME and local government”. Send Mike any changes during the next month and the Coalition will vote on approval of the CMP update at the next meeting.

VI. New Business

No other new business.

VII. Comments

Bernie Gott suggested something be made to incorporate Federal, State, County, and Municipality locations of interest; everyone has their own and there is not one list that incorporates everything.

Discussed a bus tour; generally held in the spring or fall. Marsha will check on the availability of using a bus and if so, will start planning the tour with Beth McMillen. The next section of corridor to be seen is the North.

Mary Duncan advised the Pelican Island Festival will be held on March 19<sup>th</sup>.

Tim's email address in the Level 1 packet needs to be corrected.

Garry reminded that Layne Hamilton offered the Merritt Island National Refuge for meeting in April or May. The Florida Scenic Highway conference is in June 8-10<sup>th</sup> in St. Augustine, FL. Package will go out via email/regular mail. Registration fee is \$50.

VIII. Adjournment

Meeting adjourned at 11:26 am.

Indian River Lagoon National Scenic Byway Meeting Minutes  
Lagoon House  
February 3, 2011 10:00AM

I. Introduction of Members

Richard Stillwagon, City of Titusville  
Tim Ford, City of Palm Bay  
Robert Day, SJRWMD  
Garry Balogh, FDOT  
Beth McMillen, Marine Resources Council  
Susan Adams, Mayor, City of Fellsmere  
Bob Finck, PBS&J  
Nanci Mitchell, Brevard County Parks and Recreation  
Marsha Cantrell, Brevard County Parks and Recreation

II. Approval of Minutes

***Bob Day made a motion to approve the minutes. Susan Adams seconded motion. Bob Finck corrected that we are not an official 501c3 organization. Since we have an EIN number we are recognized as a Florida Not-For-Profit Organization and the purposes of the EIN number are to apply for 501c3 status. Beth noted that her last name should be spelled McMillen. Unanimously approved as amended.***

III. Announcements

Richard advised that Mayor Tulley, Titusville, is working on the River to Sea Loop Trail. His goal is to attach the loop trail to the scenic byway. The Saint John's River to Sea Loop Trail is 260 miles and is a biking/hiking trail. On February 18, 2011 there is a meeting regarding this loop in Deland.

There will be an accreditation meeting in Deland, FL on 2-22-10 to launch the accreditation program for District 5. The kick-off will be held at the Deland Historic Courthouse and it is recommended that 2 representatives from each CME attends; Richard and Marsha will be attending and the 1:30 time slot for the individual meeting would be preferred and if not available the 2:30 slot.

A Florida Trend article was distributed regarding the closing of state parks due to the current and proposed budget cuts. The listing of parks includes St. Sebastian River Preserve State Park in Fellsmere. Indian River County is monitoring this closely and they have been speaking with the parks director and each year the park service has to put together a list for potential budget cuts; this is the first time the park has been placed on the list because the state is looking at 30% cuts. Letters of support may be asked for since it directly affects the byway.

Richard read email from Joanna Webb advising she is working with Nathan Caldwell, Byway Coordinator, for the US Fish and Wildlife Service in Washington DC.

Next month's meeting will be held at the Lagoon House and then we will begin holding at different places. If you have any suggestions, please let Richard know. Layne Hamilton offered the Merritt Island National Refuge as a place.

Clint Eliassen is working on a project putting together GPS coordinates for the State scenic byways.

This Saturday at 9AM there will be a dedication ceremony for opening the new Max Brewer Bridge that connects Titusville to the Wildlife Refuge; there will also be a 5K walk/run.

IV. Committee Reports

PR Committee – They are still in the process of collecting information regarding the on-demand printing. They have emailed a gentleman with the Creole Trail regarding the phone application tour; he will let them know how much it is and what it entails. Right now they are in a holding pattern with the brochures.

Sustainability Committee – Bob F. created a proposed budget to use with the IRS for the non-profit status. There are some things we can add a number in such as: the value of services/facilities furnished by governmental unit without charge – we could use the Marine Resources Council and the use of the Lagoon House which is owned by the City of Palm Bay and noted that typically there are 15-20 people who come to the meetings, and the use of County and City agencies to make copies of items. Bob will send Marsha and Richard the documents electronically to distribute to receive input and then Bob will submit to the IRS. We will also use this document as our budget for our accreditation process. The 501c3 submittal (Form 1023), will require a payment of \$400 at the same time we submit the paperwork; discussed that we can have the form ready and send off whenever the funds are available. Susan will check into the possibility of paying for this since it goes hand in hand with the corporation status.

V. New Business

Goals & Objectives – There have been some edits. Bob stated that nothing else is needed other than to review and make sure everything is to our liking and to approve or amend again. With the goals and objectives complete, the next step is the narrative and action plan; these are being worked on and Bob will send to Marsha and Richard to be distributed electronically for the committee to review.

The priority list for the next 18 months; Sections 1.1.4 Inventory of corridor resources, 1.4.2 Encourage increased recreational access by local governments, 1.4.3 Encourage grant funding requests to enhance recreational opportunities, 2.2.1 Adopt Stanbridge "Special Places", 2.3.1 Develop database of resources (see 1.1.4), 4.1.1/2 Seek National Byway status for Pineapple and Fellsmere extensions, 4.2.1 Set up tickler file for report due dates, etc., 4.4.4 Committee reports on every agenda, 4.6 Meet accreditation Level 1 requirements, 5.4.1 Support trails, walkways, bikeways throughout the corridor, 6.1.1 Develop mailing list of decision makers to keep informed, 6.2.1 Participate in relevant local community events, 6.4 Develop and cultivate membership.

Items removed from the goals and objectives; Section 1.6 Litter control, 3.1.1 Encourage development of overnight accommodations, 3.3.1 Birding market campaign.

***Bob Day made a motion to adopt the amended 5 year goals and objectives plan. Tim Ford seconded motion. Unanimously approved.***

***Bob Day made a motion to adopt the list of priorities for the next 18 months that Richard put together and we heard read aloud. Susan Adams seconded motion.***

***It was suggested that we hear what was taken out of the list of goals. Richard read what he proposed and what was taken out. Unanimously approved.***

Open Floor Comments:

Bob suggested including the Aquatic Preserves Program on the mailing list. Bob will send Marsha the information.

Discussed the importance to be welcoming to new members/guests to encourage involvement and attendance.

The Historic Commission Archivist position is open and posted online; if you know of anyone have them apply online. The deadline for submitting applications is February 14, 2011.

Discussed the Community Participation Program of going around to different groups and who to target - the TDC (Rob Varley for Brevard County; Peter O'Brian for Indian River County), and the Chambers in both counties.

A new grant announcement has been put out which is applicable to Florida scenic byways; the Preserve America Grant. It is a 1-1 match, but they do take in-kind matches. Solicitation started in February and closes in April. You have to be with the Preserve America Community or partner with someone already in the Preserve America Community; there is a list on the website. The grant maximum is \$20,000. There has not been any information regarding the grant cycle from last year coming in from Washington or the new grant cycle being advertised. If you use the soft match you'll be ranked at the bottom.

Marsha discussed the 500<sup>th</sup> anniversary of Ponce de Leon landing in Florida and the celebration being planned for 2013. Historians have discovered that Ponce de Leon did not land in St. Augustine but in Melbourne Beach, FL. There has been contact with the King and Queen of Spain for them to attend. The next Ponce Celebration Committee meeting will be at the Palm Bay Senior Center on February 24 at 1:30PM.

Meeting adjourned at 11:23AM.

**Indian River Lagoon National Scenic Byway Coalition Meeting**  
**Thursday, January 6, 2011 10:00 AM**  
**Lagoon House**

Call meeting to order – 10:11AM

Richard Stillwagon, City of Titusville

Tim Ford, City of Palm Bay

Nicole Holbrook, Sebastian River Area Chamber of Commerce

Nanci Mitchell, Brevard County Parks and Recreation

Marsha Cantrell, Brevard County Parks and Recreation

Mark Mathes, City of Fellsmere

Mike Palozzi, Shaw Environmental

Bob Finck, PBS&J

Garry Balogh, FDOT

Celeste Henry, Old Pineapple Inn

Susan Adams, Mayor, City of Fellsmere

Beth Mitchell, Sebastian River Area Chamber of Commerce

Leigh Holt, Space Coast Transportation Office

Bob Day, SJRWMD

Layne Hamilton, US Fish and Wildlife Services

Discussed some of the accomplishments of the Byway:

- We are now officially a 501c3 organization; we have been given an EIN number. Receiving the EIN number is the next step to move forward with the tax exempt status.
- The City of Fellsmere and the Pineapple Extension groups have been added to the Byway.
- The Marine Resource Council has continued to remove invasive species of plants and monitoring the quality of the lagoon.
- Participated in the series of the Brevard County Public Hearings identifying places that need to be recognized and promoted.
- IRLNSB has launched a website.
- We may become the first nationally accredited Byway in the nation.
- Accomplished things such as a renewed mission, wayfinding and how visitors can get around on the Byway and forming committees which were the result of the Dennis Adam's visioning meetings that took place at the end of 2009.

It was announced that Joanna Webb, USFWS, has accepted a job in Washington DC as the National Friend's Group Coordinator. The Coalition thanks Joanna for all of her contributions.

I. Approval of Minutes

***Corrections to December's minutes: Add Dana's company name which is 352 Media and is the company who is developing the website. Celeste Henry was in attendance and not listed. Bob Day made a motion to approve minutes as amended. Beth Mitchell seconded. Approved unanimously.***

II. Election of Officers

Distributed and reviewed a listing of proposed Officers and Directors as submitted by the Nominating Committee. It was agreed to switch Bob Day to serve through December 2012 and

Beth Mitchell to serve through December 2013. It was noted that Celeste Henry's last name was not correct. There were no other nominations made.

Officers: (One Year Term)

To serve through Dec., 2011

Richard Stillwagon, City of Titusville – President

Tim Ford, City of Palm Bay-Vice President

Marsha Cantrell, Brevard Parks – Secretary

Nicole Holbrook, Sebastian River Area Chamber– Treasurer

Directors:

To serve through Dec., 2012

Beth McMillan, Marine Resource Council

Celeste Holm Henry, Pineapple Inn

~~Beth Mitchell, Sebastian Inlet District~~ Bob Day, St. John's Water Management

To serve through Dec. 2013

Susan Adams, City of Fellsmere

Mike Palozzi, Shaw Environmental Group

~~Bob Day, St. John's Water Management~~ Beth Mitchell, Sebastian Inlet District

***Bob Day made motion that nominations be closed. Beth Mitchell seconded.***

***Unanimously approved.***

***Bob Day made motion to accept nominations as presented. Beth Mitchell seconded.***

***Unanimously approved.***

III. Committee Reports

- a. Website – 352 Media sent a proof of the interactive map on the preview site; Nicole gave a preview. There are 3 sections on the map. You can click on a section and a pin will pop up with a picture and bio of that particular location; click on the link provided for more information. Nicole will send the link of the preview website so feedback can be given; please let her know of any corrections or additions. It was noted the map needs to include the Fellsmere extension.
- b. Public Relations – There hasn't been a meeting due to the holidays. The committee will be getting together before the next meeting. Nicole gathered information on an application for your cell phone for the byway; the committee will be looking into this further. Discussed that the gentleman they spoke to has offered his services, although a price has not been discussed.
- c. Sustainability Committee – There hasn't been a meeting due to holidays. Everyone should review the Members List to see if anyone has been left off; several Chambers were added; committees need to be a priority for this year; membership needs to be looked at; need to identify funds and establish a budget; these items need to be completed this year. We need to take into account that some members will be leaving; need to look at sustainability of new members. There is an interest in adding private property owners to the Coalition. Need to operate more formally. The articles of incorporation and the bylaws are not quite in sync and at an upcoming meeting we need to make changes to make both documents so they support each other.

IV. Old Business:

- a. Grant Cycle – Today from 1:30-3:30 there will be a statewide phone conference that will include all districts to discuss grants. Nothing has been officially announced by the Federal Highway Administration.
- b. Brochure – There will be a draft by early February/March and will be brought to the March meeting. The brochure will be completed in June.
- c. Nicole showed a sample of a bag that will be available for purchase on the website.

V. New Business

- a. Goals – Mike spoke about the goals that were previously distributed by email and made available at the meeting. Part of updating the CMP is updating the goals, objectives and strategies; it has been 5 years since the last update. The packet that is presented is an interpretation of goals and objectives that are based upon the website, grants, meeting attendance, how other corridors think on projects, the Dennis Adams exercises, and when the Fellsmere and Pineapple Extensions were added to the Byway. The next meeting is February 3 and the action plan is due February 13. Provide comments and a list of things that are important, additions, deletions or comments to Mike within the next 2 weeks and the Board of Directors will review and it will be brought to the February meeting for a final review. The action plan will have near term, short term and long term goals.

Discussion: Section 6.3 Develop partnership – can say develop and maintain partnerships; Section 2.2.1 – is this something we can do; Section 4.4.1 – applying for the National Scenic Byway for Fellsmere and Pineapple – is this done; the River to the Sea Loop in Titusville - there is a freeze and there are no new extensions/byways being accepted at this time.

- b. Accreditation

Discussed the benefits from being an accredited byway such as potential grant points. This is going to be a web-based system and the criteria are in the manual. Our Byway will be trying to reach Level 1 by February 22, which is the launch date. The accreditation process will help increase the efficiency of the Coalition.

Garry advised of the Scenic Highway Program Workshop on June 9 and 10 that is held every 2 years where all 26 designated byways in the State can come together. There will be sessions and tours. [Floridascenichighways.com](http://Floridascenichighways.com) will have an agenda regarding the workshop.

Discussion on holding our monthly meetings at different venues. Layne Hamilton offered the Merritt Island National Refuge as a meeting center in the spring. It was agreed to hold our meetings at different locations along the Byway. It was suggested we could ask organizations to provide a meeting room and a presentation could be made to them regarding the Coalition and we could ask for a supporting resolution. The meeting locations must be made in advance for coordination and announcement purposes. Meeting location ideas should be emailed to Marsha and a list will be compiled and sent to Richard. The next meeting in February will be at the Lagoon House.

At the next meeting in February the Coalition will review and approve the goals and objectives. Garry will keep the committee advised any grant announcements.

Meeting adjourned at 11:47AM.