

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting
Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905
December 6, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions

Directors:

Tim Ford, City of Palm Bay – President

Richard Stillwagon, City of Titusville – Vice President

Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer

Susan Adams

Bob Day

Celeste Henry

Members and Guests:

Beth McMillen, Marine Resources Council

Mike Palozzi, Shaw Environmental

Bob Finck, Atkins North America, Inc.

Vince Lamb, Florida Wildflower Foundation

Steve Dawdy

Sandee Dawdy

Kathe Brewer, Standout Swag

Rodney Smith, Anglers for Conservation

Gary Balogh, FDOT District 5

Ginger Corless, A1A/FDOT

John Moore, FDOT District 5

2. Approval of Minutes – November 1, 2012 Meeting

Bob Day made a motion to approve minutes as presented. Kathe Brewer seconded motion. Unanimously approved.

3. Presentation – Ginger Corless, A1A Action Committee, FDOT, gcorless@hhidesign.com

Ms. Corless presented the AIA Multimodal Corridor Planning and Engineering Analysis project. The project covers proposed improvements to A1A from SR 528 in Cape Canaveral to the Pineda Causeway. The first phase includes gathering data, identifying potential projects, and data gathering. The second phase will be to develop an implementation plan. So far, briefings have been presented to the Cape Canaveral Council, the Cocoa Beach City Commission, and the IRLNSB Coalition, today.

The project vision statement: "The vision of SR A1A is to have a corridor that functions as a safe and efficient multimodal corridor that connects and supports the economic viability of several communities. The corridor should be aesthetically pleasing while providing a sense of community through innovation, design and connectivity."



In many areas there are right of way (ROW) issues, including areas where the actual legal ROW is uncertain. This is critical because FDOT can only undertake projects within the state ROW. Other projects must be undertaken by other governments or groups. Examples of data gathering include prior studies, aerial photography, site documentation, stakeholder inventories, and crash studies. Themes which have emerged from study and public discussion are beautification, pedways, way finding, bus shelters to have a common theme, enhanced intersections, and utility issues. Some initial strategies have been drafted, and the next steps will be to adopt strategies, establish partnerships, and in Phase 2 to initiate plan activities.

Some have expressed a desire for underground utilities, which have both positive (hurricane resistance) and negative (difficult to repair) aspects. But the two main drawbacks are cost (\$500,000 to \$4 million per mile) and FPL's policy to use private easements only.

For more information consult the project web site at www.actiona1a.com.

4. Committee Reports

A. Sustainability Committee – Mike Palozzi – There was a committee teleconference call 11/29.

- Donor Plan – The check from Ron Jon's was a good start. Now we need to determine who the next two on our list of major business we should pursue. That should be a Byway Coalition goal for 2013. Celeste Henry suggested contacting political candidates who are required by law to donate any remaining campaign funds.
- Community Awareness –
 - Presentation Schedule – Tim Ford will make a brief presentation tonight to the City of Palm Bay Council, and a full presentation to the Roseland Community Association in February.
 - Marsha is attempting to get more newspaper coverage, e.g., a press release on our 2012 accomplishments.
- Marketing Plan – This should be a priority task for 2013, perhaps narrowing our focus to market targeted groups. Mike displayed a brochure from another Byway, and reported that a W. Va. Byway produces a guidebook which produces about \$100,000 a year in advertising revenue.
- Member recruitment - Rodney Smith suggested that people need a reason to come to our meetings and participate. To promote interest we should consider events and activities to spark interest. We have an asset in the Lagoon House. Tim suggested we may be able to do shared sponsorship of events, and Byway Coalition members should continue to represent us at other community events. He also suggested pursuing creating a display banner, which would cost about \$50. There was unanimous consent to Bob Day's motion that Pres. Ford be authorized to proceed with this project.

B. Website Committee – Nicole Holbrook – The web site hosting issue has been resolved. The interactive map is now working. Last month the site had 461 visits, 84% new visitors. The top referrers were Fellsmere and Google.

- On-line store – Kathe Brewer – This could be established at a cost of about \$30 per month, with over 1000 items to choose from. It would be easy to change the menu on our e-store.



The product she is considering will be available in January. Another option would be for us to purchase supplies of some merchandise ourselves to distribute or sell. She will present more details later.

- C. Elections – Beth Mitchell could not be here today, but is working on a proposed slate of officers.
 - D. FDOT Scenic Byway Coordinator – Garry Balogh – FDOT is shifting the focus from creating new byways to marketing the existing byways. They will market the 25 byways at welcome centers. In February or March the revised Byway Plan will be presented to the District Secretaries. The future looks good for continued FDOT byway support.
5. Reports of Officers
- A. President – Tim Ford – Tim presented the appreciation certificate to Ron Jon's. Reminded members there are still meetings to be adopted. Susan Adams volunteered to have the May 2 meeting at Marsh Landing in Fellsmere.
 - B. Vice President – Richard Stillwagon – Nothing further to report.
 - C. Treasurer – Nicole Holbrook
 - Status of Bank Account – Currently the Coalition has \$650.08 in our account. Mike Palozzi made a \$100 contribution.
6. Old and Unfinished Business
- Work is proceeding on the Fellsmere Byway grant for the new welcome center. They have had meetings with FDOT District 4 and are preparing necessary paperwork for FDOT. The plans are done, and construction will start next year.
 - Bob Day reported that 1500 brochures could be included with Birding Festival packages.
7. New Business
- Vince Lamb announced that there will be a Brevard Wildlife Corridor Expedition in April. This will be a 74 mile paddling event on the lagoon. For more information look under "Expedition" on the Brevard Nature Alliance site, www.BNA.org.
8. Public comment – No public comment
9. Adjournment – Meeting adjourned at 11:25 am.

Next Meeting (Annual): January 3, 2013
Cocoa Civic Center
430 Delannoy Avenue, Cocoa, FL 32922
Presentation by Diane George on the Space Coast Birding & Wildlife Festival

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting
Sebastian River Area Chamber of Commerce, 700 Main Street, Sebastian, FL 32958
November 1, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions

Directors:

Tim Ford, City of Palm Bay – President

Richard Stillwagon, City of Titusville – Vice President

Marsha Cantrell, Brevard County Parks and Recreation – Secretary

Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer

Officers:

Bob Day

Members:

Nanci Mitchell, Brevard County Parks and Recreation

Beth McMillen, Marine Resources Council

Tim Glover, Pelican Island Preservation Society

Mike Palozzi, Shaw Environmental

Bob Finck, Atkins North America, Inc.

Ruth Stanbridge, County Historian

Beth Mitchell, Sebastian River Area Chamber of Commerce

Kevin Lowry, Pelican Island National Wildlife Refuge

2. Approval of Minutes – October 4, 2012 Meeting

Beth Mitchell made a motion to approve minutes as presented. Richard Stillwagon seconded motion. Unanimously approved.

3. Presentation – Kevin Lowry, Pelican Island National Wildlife Refuge

A presentation was shown regarding the plans of how Pelican Island National Wildlife Refuge (PINWF) is reconnecting with the City of Sebastian. They are offering free wildlife tours to the public which are very popular. They have an E-Tram which is an upscale golf cart that can fit several people and gives tourists the ability to feel nature without having to hike or disturb the natural habitat. A second E-Tram was added which will help with accommodating more tours. All field gear such as binoculars are provided. Tours run November – March and are every other Wednesday; call for reservations. Type of species that can be viewed are the osprey, water fowl, Snowy Egrets and Rosette Spoonbill. A guided night tour called "Owl Prowl" is offered on select nights at 8pm. Photography workshops will be held as well. PINWF has been getting the local high school color guard, ROTC, and Drama Club involved with events. Combining arts with conservation and education. The Pelican Wildlife Exhibit was moved from the Lagoon House to the Sebastian River Chamber of Commerce; will be expanding the exhibit by adding panels of information along the sides and having it be an interactive display. PINWR's main goal is to have a visitor center to tell the story about conservation; would like to be located along Indian River Drive and the visitor center will be Old Florida style. Pelican Island was the first National Wildlife



Refuge and now there are over 500. Discussed the need to keep track of visitors; trails will have trailheads and kiosks; need to interact with all ages; each method will tell a brief history.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – There was a teleconference call on 10/24 and the call was very short as most members were also unable to participate.

- Donor Plan – The check from Ron Jon's was received and deposited. It was agreed to create a certificate of appreciation and insert it into a wood plaque. Examples of draft certificates were passed around and it was agreed upon which style to use and to use 8 ½ x 11 sized paper, arching the top line, deleting the accreditation logo, add signature lines, and increase size of our IRL logo. Bob Finck agreed to finalize the certificate and Marsha will purchase the wood plaque.

Bob Day made a motion to allow spending of up to \$50 on a nice, wood plaque. Beth Mitchell seconded motion. Unanimously approved.

Discussed continued commitment to provide the outlined products per sponsorship level; need to formalize the product process and get in place; Kathe Brewer will provide options of Café Press and printing on demand. The next step for the Committee is to look at who the major businesses/organizations are along the corridor. Waste Management and Waste Pro were suggested to be added to the list.

- Community Awareness – Tim Ford advised he made a presentation on 10/23 at the Ted Moorhead Lagoon House.
- Presentation Schedule – Tim will be presenting the to Roseland Community Association in February. The next Sustainability Committee agenda will contain discussions on how to target community awareness to the next level. In December, there will be a presentation to the Palm Bay City Council. It was agreed that with elections coming up government agencies/organizations should be targeted and get on their agendas. Whomever adopts a meeting month will take on the responsibility of inviting local officials within the area the meeting is being held, as well as schedule a presentation.
- 2013 Calendar – Marsha asked everyone to look at the 2013 calendar and adopt a meeting that would involve scheduling a presentation and a meeting location if one is not noted. Beth Mitchell adopted February which has a location, but needs a presentation. The annual Birding Festival was discussed and it was suggested to put a brochure in each of the participant bags. There are usually about 1000 bags. Bob Day will get the information on how many brochures will be needed. Nicole Holbrook will have a sign in sheet and brochures at the Sebastian Clam Bake the 1st weekend in November. Suggestion was made to purchase a banner to use at events.

- Marketing Plan – Need to continue going to organizations.

B. Website Committee – Nicole Holbrook – Nicole is having difficulty with the website hosts regarding the interactive map; it was suggested she let Garry know of the issues as they are under contract with DOT. Other byways have been able to get web hosting for free because they are a 501c3 organization. Bob Finck will obtain additional information. Reviewed Google Analytics: 426 site visits; 83% were new visits. Reviewed the referral traffic. If possible, members should have a link to the IRL website.

- On-line store – Kathe Brewer – Not present.



- C. Public Relations Committee – Susan Adams – Not present.
- D. FDOT Scenic Byway Coordinator – Garry Balogh – Not present.
- 5. Reports of Officers
 - A. President – Tim Ford

A Nominating Committee needs to be formed for upcoming elections in January.
Tim Ford nominated Beth Mitchell to be the Chair of the Nominating Committee and Richard Stillwagon and Bob Day to serve on the committee. Unanimously approved.
 - B. Vice President – Richard Stillwagon – Nothing further to report.
 - C. Secretary – Marsha Cantrell – Nothing further to report.
 - D. Treasurer – Nicole Holbrook
 - Status of Bank Account – Currently the Coalition has \$574 in account.
- 6. Old and Unfinished Business
 - A. Planning upcoming events with Coalition participation – Marketing
 - Sebastian Clam Bake – November 2 – 4th
 - Birding Festival – January 23 – 28th
 - Bayfront K9 Fun Run – December 2nd
 - Indian River Fun Day – November 10th
- 7. New Business
 - A. Annual Meeting – January 3 – This meeting will be held at the Cocoa Civic Center.
 - B. Beth Mitchell – The Sebastian River Area Chamber of Commerce is the designated south area visitor center for the byway and they would like to add a sign out front using the byway logos.
Bob Day made a motion to accept the efforts to support the National Scenic Byway through signage at the Sebastian River Area Chamber of Commerce. Beth McMillen seconded. Unanimously approved.
- 8. Public comment – No public comment
- 9. Adjournment – Meeting adjourned at 11:26am.

Next Meeting: December 6, 2012
The Ted Moorhead Lagoon House, 3275 Dixie Highway N.E., Palm Bay, FL 32905
Presentation by Ginger Corliss, HHI, regarding the A1A Improvements

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting

Marsh Landing Restaurant, 44 N Broadway, Fellsmere, FL 32948

September 6, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions

Officers:

Tim Ford, City of Palm Bay, President

Richard Stillwagon, City of Titusville, Vice-President

Marsha Cantrell, Brevard County Parks and Recreation, Secretary

Directors:

Susan Adams, City of Fellsmere

Beth Mitchell, Sebastian River Area Chamber of Commerce

Bob Day

Membership:

Stephen Chalmers, MRC

Beth McMillen, MRC

Nanci Mitchell, Brevard County Parks and Recreation

Mark Mathes, City of Fellsmere

Bob Finck, Atkins North America

Mike Palozzi, Shaw Environmental

Kathe Brewer, Stand Out Swag

Tim Ford, President, advised there was a misunderstanding of meeting dates at the Sebastian Inlet Fishing Museum so our meeting location was changed to Marsh Landing Restaurant and Mark Mathis will be discussing the Byways grant that was awarded to the City of Fellsmere. We will schedule a future meeting at the Sebastian Inlet Fishing Museum.

2. Approval of Minutes – August 2, 2012 Meeting

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

3. Presentation – City of Fellsmere; Byway Grant

Mark Mathes distributed a handout and discussed the \$316,500 Scenic Byway grant for the Welcome Center that was awarded and requires a \$148,000 local match. There will be a meeting on September 17th to review the scope and the local match funds. All permits for the 86 acre property are in place due to a previous LWCF grant. The Center will be located off the interstate and will highlight the whole Byway and not just the Indian River County portion. Park amenities will include: rail trail, camping, adventure playground, observation tower,

picnic area, trails, wetland overlook, and a challenge course. A sign will be installed along the highway highlighting the Welcome Center. The Welcome Center will be Old Florida Style and modeled after the Kitchen Switch Building which is at the Regional Park to give a uniform theme. The grant was marketed as showing the experience to the traveler along the byway and provide a respite for travelers.

4. Reports of Committees

A. Sustainability Committee – Marsha Cantrell

A teleconference was held on 8/21. Bob Finck discussed the Community Participation Program (CPP) which has been compiled and is one of the 4 remaining tasks to complete for Level 1 accreditation. The byway mission statement was discussed and modified to add the specific location of being located along the central east coast and history of the Kennedy Space Center and first landing of Juan Ponce de Leon.

Mission Statement:

“The mission of the Indian River Lagoon National Scenic Byway Coalition is to encourage visitors to the 195 mile byway on Florida’s central east coast to experience the byway’s unique natural, historic and cultural resources. These resources include the most diverse estuary in North America with over 4,000 species of plants and animals, and both the home of the Kennedy Space Center and site of Juan Ponce de Leon’s first landing.”

Bob Day made a motion to approve the byway mission statement as presented. Susan Adams seconded motion. Unanimously approved.

B. Website Committee – Nicole Holbrook

Nicole Holbrook is attending the Governor’s Conference on Tourism in Tallahassee and Marsha provided her report: Travis Johnson with TranSystems is searching for someone familiar with our sites programming that could fix the interactive map. Received an email from an engineering firm in Miami who is proposing to perform a planning study for FDOT on widening Malabar Road. Nicole forwarded the email to Tim Ford. Google Analytics: 345 visits; 276 from US and 173 from Florida.

C. Public Relations Committee – Susan Adams – No further report.

D. Bylaw Review Committee – Richard Stillwagon

Richard Stillwagon, Beth Mitchell and Tim Ford worked on the bylaws and presented the proposed changes. It was agreed to review and vote on each section where changes are proposed.

Article III Membership – Proposed changes: one class of membership instead of several classes of members; all members have one vote; Board of Directors may establish dues and responsibilities of members.

Beth Mitchell made a motion to approve proposed changes. Susan Adams seconded motion. Unanimously approved.

Article IV – Meetings – Proposed changes: the Annual membership meeting to be held each year in January; a quorum shall consist of a majority of voting Board Members; members may

participate via telephone that has a speakerphone during a meeting if majority of members approve.

Beth Mitchell made a motion to approve proposed changes. Susan Adams seconded motion. Unanimously approved.

Article VI – Officers – Proposed changes: names of Officers be deleted and list positions; deleted the words “of the Board” under Duties of Officers.

Beth Mitchell made a motion to approve proposed changes. Susan Adams seconded motion. Unanimously approved.

Article V – Board of Directors – Proposed changes: the composition of Board Members to be at least 8 but no more than 11; the term period for an elected Board Member will be three years; deleted the details regarding the Nominating Committee and left it up to the President of the Coalition to designate who is in charge of the Nominating Committee; prior to the annual meeting the Nominating Committee shall present the candidates to the President; seating of new Directors occurs after their election at the annual membership meeting. Discussed that as it stands now in the bylaws, all members present can vote on issues; it is proposed the flow be the membership elect the Board and the Board select the Officers. Only the Board Members can vote on issues. Discussed that there can still be an attendee vote for input and be not-binding, and the Board will vote the final decision. The pros are that the Board is a governing body, keeping consistency with how the body is governed, and the Board has responsibilities because the organization is a not-for-profit corporation; the cons is that it opens the availability to potentially change the direction of the organization.

Bob Day made a motion to approve the proposed changes and to approve that general members elect the Board, the Board elect the Officers and general business of the organization is handled and voted on by the Board. Kathe Brewer seconded motion. Mark Mathes asked if there was a term limit. Answer: No there is not. Unanimously approved.

Beth Mitchell made a motion for the Bylaw Committee to rewrite bylaws to reflect the adopted changes. Susan Adams seconded. Unanimously approved.

5. Reports of Officers

- A. President – Tim Ford – Purchased and read the book Jeff Caster discussed at the last meeting, *The Winter Sailor*. It is a very good book and easy reading. The Coastal Partnership Initiative grant application period is open; grant applications are due October 31st.
- B. Vice President – Richard Stillwagon – Nothing further to report.
- C. Secretary – Marsha Cantrell – Marsha advised Bob Day had forwarded a picture of a byway sign and asked that Bob explain. Bob stated he was at Ron Jon’s Surf Shop where he saw an 18” decorative sign that shows the IRL Scenic Byway sign and logo. Tim Ford will talk with Garry Balogh, FDOT, about the sign and draft a letter and send a donor plan package to Ron Jon’s and ask for their participation with the Coalition.
- D. Treasurer – Nicole Holbrook – Marsha gave report: There is \$324 in the account which is in line with the annual budget.

6. Old and Unfinished Business

- A. Accreditation – Once the bylaws are finalized with the adopted changes, they will be sent to the consultants at Corridor Solutions; they must be signed by Tim Ford and Marsha Cantrell.
- B. Planning upcoming events with Coalition Participation – Marketing – Sign in sheets and should be used at each of the events we attend and pictures too. They are a tool to show that we have attended events and reached out to the community.
- C. Preparation of the End of Year Report – Anticipated due date of October 1st – Tim/Mike/Bob completed the report.

7. New Business

No new business.

8. Public comment

- It was suggested that a standard bullet item for the Scenic Highway Coordinator be placed on the Agenda.
- Discussed the Florida Scenic Highway Program proposed work plan package.
- A national byway article on the IRL Byway will be coming out and will list the website.
- Beth McMillen informed there will be an Eco-Days Open House at the Ted Moorhead Lagoon House in Palm Bay on October 6th; the time is still to be determined.
- November's meeting will be held at the Sebastian River Area Chamber of Commerce; Kevin Lowry from Pelican Island National Wildlife Refuge will be the speaker. Marsha spoke to Charlene Neuterman and the City of Cocoa will be hosting a meeting in January/February.

9. Adjournment

Tim Ford made a motion to adjourn meeting. Susan Adams seconded motion.

Next Meeting:

October 4, 2012

**The Ted Moorhead Lagoon House
3275 Dixie Highway N.E., Palm Bay, FL 32905**

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting

The Ted Moorhead Lagoon House

August 2, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions
Tim Ford, City of Palm Bay – President
Marsha Cantrell, Brevard County Parks and Recreation – Secretary
Richard Stillwagon, City of Titusville – Vice President
Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
Susan Adams, Mayor, City of Fellsmere
Nanci Mitchell, Brevard County Parks and Recreation
Beth McMillen, MRC
Jeff Caster, FDOT FSHP
Charlene Neuterman, City of Cocoa
Celeste Henry, Old Pineapple Inn
Kathe Brewer, Standout Swag
Ann Downing, Old Town Hall History Center
Jay Hood, Littlejohn Engineering Associates
Vince Lamb, Florida Wildflower Foundation
Doug Robertson, Town of Palm Shores
Bob Finck, Atkins North America
Mike Palozzi, Shaw Environmental
Glenn Burns, Burns Consulting
Garry Balogh, FDOT
Andy Nicol, TranSystems
Travis Johnson, TranSystems
2. Approval of Minutes – June 7, 2012 Meeting
Marsha Cantrell advised the last sentence of Section 5.A. should read "The \$500 Wildflower grant was submitted and is pending". Richard Stillwagon made a motion to approve minutes as amended. Vince Lamb seconded motion. Approved as amended.
3. Presentation – Jeff Caster, Florida Department of Transportation Scenic Byways Program
Jeff Caster explained that he received a lot of history and ideas from Mariano Berrios to help direct the byway program. He explained there is a book called *The Winter Sailor* by Carolyn Baker Lewis that details the 1878-1888 travels of Francis Stebbins (Jeff's great uncle) from Michigan to Florida where he discovers and spends time on the Indian River Lagoon. Jeff explained the State is still working at the same level of funding when there were zero byways and now there are 23. In order to obtain funding there must be a return on investment. He showed a short video and PowerPoint presentation about scenic byways. There is a draft work plan for 2012-2017 that is

under review and will go to CME and CAG for review. It contains goals and strategies. The focus of the National Byway Program has shifted from intrinsic resources to sustainability, investment and strengthening, although they have no funding. FDOT can use state monies for marketing and promoting Byways. The State wants to rebrand how to navigate the byway from vehicles and scenic to biking, walking, etc.

4. Reports of Committees

A. Sustainability Committee – Marsha Cantrell

There have been 2 teleconference call meetings; June 27th and July 31st.

The focus has been on sponsors and donors. There is a need to show a potential donor where the Coalition is headed and the projects to be undertaken. A draft donor packet was distributed and there are some edits to be made. This will cost the Coalition some money, but will be inexpensive. The packet could be added to the website. Please review and provide comments to Bob Finck.

B. Website Committee – Nicole Holbrook – Google analytics from June and July: 567 visits; 85% were new visitors.

- Travis Johnson, TranSystems – Discussed that the ultimate goal of the website would be a place to list events, informative brochures, and maps. Who will be the person(s) to make updates to the website. The cover page needs to be updated and reformatted, scrolling banner, add online store, minutes and change over the format of the website to Word Press. Word Press is user friendly and easier to make changes and updates. New and updated content will draw people to the website. He will get with Garry Balogh and discuss.

- On-line store – Kathe Brewer is continuing research and there is lots of free stuff available that could be used. She needs to know how it is going to work and will come back with more information at the next meeting.

C. Public Relations Committee – Susan Adams – Brochure distribution list was updated.

D. Bylaw Review Committee – Richard Stillwagon

Recommendations on the accreditation package have been received: need to improve the mission statement; revise quorum requirements; include language regarding teleconference participation; define the number of director slots to fill or eliminate; changes to the board manual and bylaws. Would like to get all the recommendations addressed within the next month so Level 1 Accreditation can be established. If you see anything within the bylaws that need to be changed, let Richard know. Bylaw changes will be drafted and brought before the Coalition for approval.

5. Reports of Officers

A. President – Tim Ford – One of the goals of the Coalition was to get rid of billboards along the Byway; so far 5 have been removed. FDOT has a beautification grant for State roads that must be submitted by October 1st.

B. Vice President – Richard Stillwagon – nothing further to report.

C. Secretary – Marsha Cantrell – The next meeting will be September 6th at the Sebastian Inlet Fishing Museum. A presentation on the inlet and fishing will be presented. Susan Adams made the arrangements and will follow-up if there will be entrance fees. Jerry Stansfield representing the City of Cocoa Beach has retired; however, he intends to stay on our email list and be involved. The City will be contacted to find out Jerry's replacement. The meeting

in October will be back at the Lagoon House and Kathe Brewer has contacted SJRWMD requesting a presentation.

- D. Treasurer – Nicole Holbrook – There is \$324 in the account. She distributed the Coalition's operating budget and advised she renewed the website domain names.

6. Old and Unfinished Business

- A. Accreditation – discussed above under Bylaw Review Committee.

7. New Business

- A. Planning upcoming events with Coalition participation – Continue planning on events and and determine who can volunteer.

- B. Preparation of the End of Year Report – Anticipate due date of October 1st – Last year the 5 year update was submitted so an annual report was not required. The annual report has questions that are not relevant to the Byway and should be simplified. Tim Ford, Bob Finck, Mike Palozzi and Beth McMillen will work together to complete.

8. Public comment

No public comments

9. Adjournment

Nicole Holbrook made a motion to adjourn meeting. Richard Stillwagon seconded motion.

Next Meeting:

September 6, 2012, 10 am

Sebastian Inlet Fishing Museum at Sebastian Inlet Park (321-984-4852)

14251 North A1A, Vero Beach, FL 32963 (Turn at South Entrance to the Park)

Indian River Lagoon Scenic Byway

Welcome Center
at the
Preserve

Regional Rail Trail



- 1 St. Sebastian Riv. Preserve State Park
- 2 Blue Cypress Conservation Area
- 3 Blue Cypress Recreation Area
- 4 Sands Lake Recreation Area
- 5 Stick Marsh Recreation Area
- 6 Headwaters Lake Recreation Area
- 7 Grant Park
- 8 Fellsmere Preserve

- 9 Fellsmere 392 Residential Development
- 10 Fellsmere Recreation Area
- 11 Mesa Park
- 12 Fellsmere Rodeo
- 13 The National Rowing Center
- 14 The National Elephant Center
- 15 North County Regional Park
- 16 Indian River Shooting Range

- 17 St. Sebastian River
- 18 Russell Grove Park
- 19 Sebastian Harbor Preserve
- 20 Sebastian Stormwater Park
- 21 Rodney Kroger Homestead
- 22 No. Sebastian Conservation Area
- 23 Indian River Lagoon
- 24 Sebastian River High School

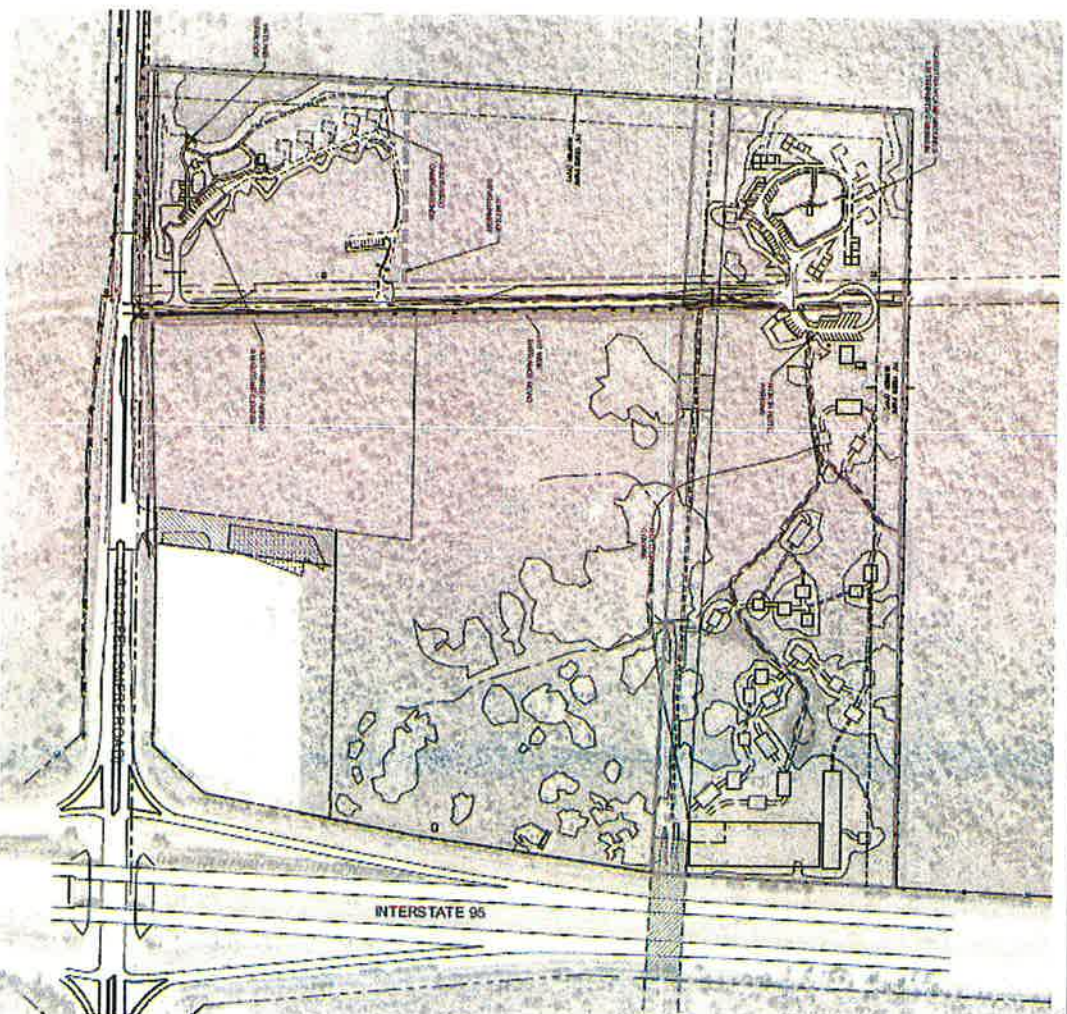
- 25 Sebastian River Middle School
- 26 Sebastian Elementary School
- 27 Fellsmere Elementary School
- 28 Atlantic Ocean

CR 512

TRANS-FLORIDA RAIL-TRAIL GREENWAY

Destination Map

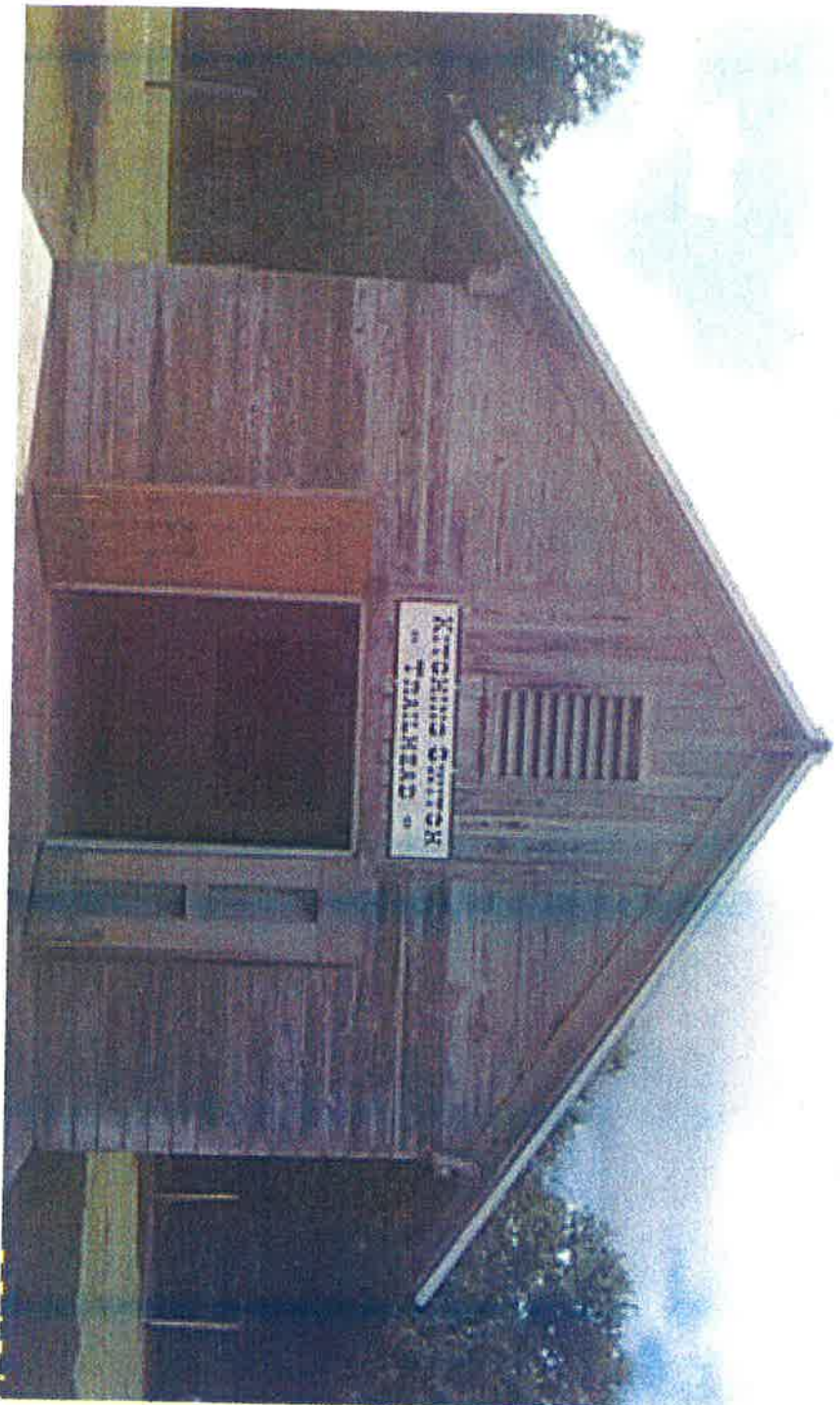
The Preserve Engineering Plan



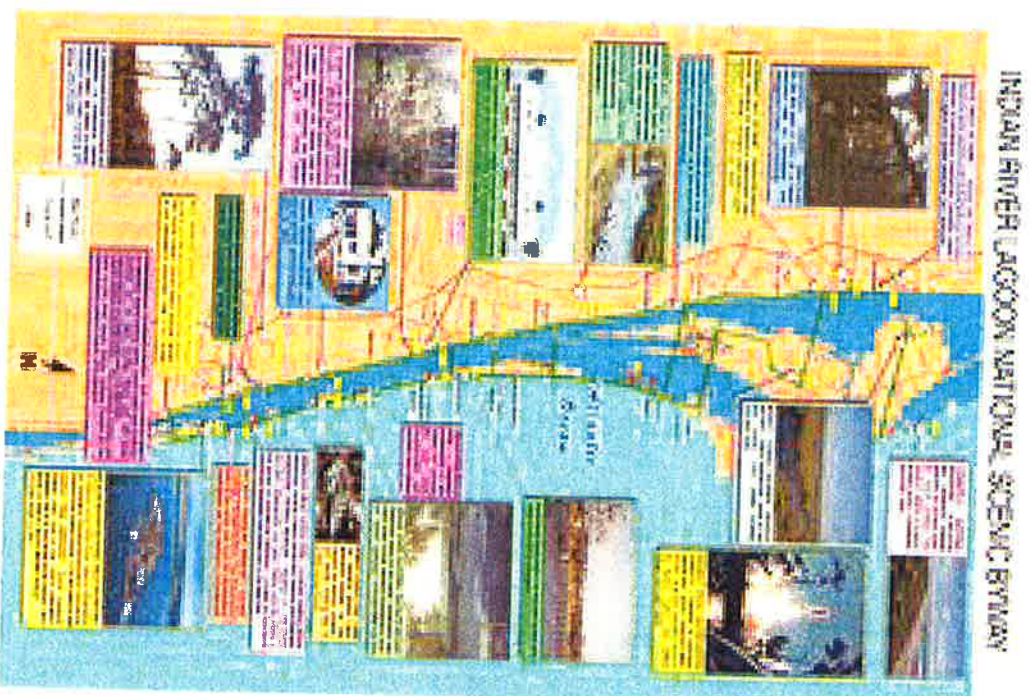
Grant Breakdown

<u>ITEM</u>	<u>GRANT</u>	<u>LOCAL</u>
Welcome Center 1200sf	\$180,000	\$ 0
Parking and Access Improvements	65,000	65,000
Landscaping (native planting, sod)	19,000	19,000
8 ft. wide Sidewalk	22,500	22,500
Educational Signage (10 displays)	30,000	0
Design and Permitting	0	42,000
Total	\$316,500	\$148,500

Welcome Center



Enhance the Travelers Experience



- Reflect the varied experiences available to the traveler along the Indian River Lagoon Scenic Highway
- Provide a respite for the traveler along this unique stretch of the scenic highway



Mission

The mission of the Indian River Lagoon National Scenic Byway Coalition is to encourage visitors to the 195 mile byway on Florida's central east coast to experience the byway's unique natural, historic and cultural resources. These resources include the most diverse estuary in North America with over 4,000 species of plants and animals, and both the home of the Kennedy Space Center and site of Juan Ponce de Leon's first landing.

Vision

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.

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting

The Ted Moorhead Lagoon House

June 7, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions
Tim Ford, City of Palm Bay – President
Chevon Baccus, Eau Gallie Arts District
Nanci Mitchell, Brevard County Parks and Recreation
Marsha Cantrell, Brevard County Parks and Recreation – Secretary
Richard Stillwagon, City of Titusville – Vice President
Ann Downing, Old Town Hall History Center
Alix Townsend, City of Rockledge
Garry Balogh, FDOT
Jerry Stansfield, City of Cocoa Beach
Ken Kasweck, MRC
Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
Beth Mitchell, Sebastian River Area Chamber of Commerce
Susan Adams, Mayor, City of Fellsmere
Bob Day
Bob Finck, Atkins North America, Inc.
Mike Palozzi, Shaw Environmental
Vince Lamb, Florida Wildflower Foundation
2. Approval of Minutes – May 3, 2012 Meeting
Richard Stillwagon made a motion to approve minutes as presented. Jerry Stansfield seconded motion. Unanimously approved.
3. Presentation – Chevon Baccus, Eau Gallie Arts District
Chevon Baccus is the Executive Director of Eau Gallie Main Street. A map depicting the Eau Gallie Arts District was passed around; it was designated a Florida Main Street Community two years ago. The 4 primary focuses for rebuilding the community and bringing in more visitors are:
1) Promotions: such as art festivals, fish fry, and art in the park; 2) Design: such as building facades, way finding signs, and trash cans; 3) Organization: need volunteers from community to make the downtown area vibrant, a parking area that will not be paved, crosswalk for pedestrians to get to the library and Pineapple Park; and 4) Economic Reconstruction: such as the use of buildings, bring in more retail stores, restaurants, and coffee shops. There are five art galleries located within the District. The First Friday Art Walk is held the first Friday of each month. There are events such as music in the park, art in the park, and jazz music at the Foosner Art Museum. Discussed the Arts Overlay area that has been rezoned for residents to live and run a business from their home. The upcoming themes for the Annual events are: Family Friendly Picnic in the Park for July and the Dog Days of Summer for August.

4. Reports of Committees

A. Sustainability Committee – Marsha Cantrell

- Community Awareness/Presentations/Events – It agreed to present to the League of Cities.
- Membership Strategy – Nicole Holbrook advised Kathe Brewer was not able to make the meeting and she had her report. Discussed the monetary value associated with each level; the levels of the “Friends of the Byway” and definitions such as Membership; notating individuals/organizations who have been with the Coalition since the beginning. Bob Finck and Mike Palozzi will combine Bob and Kathe’s notes as well as the comments presented at the meeting into one document. The levels should not be overly complicated.
- Major Donor Plan – This is a list of projects the Coalition would like to undertake and potential answers for when someone would like to donate and asks what their money would be used for.

B. Website Committee – Nicole Holbrook – No inquiries. 395 visits; 74% were new visits. Cannot currently add any more pages, however, DOT has funds available for the consultants to add more pages to the website. Renewed the 3 host names. Kathe advised Nicole she believed that Café Press would be the best option to get started with the online store and then move to someone who is local. Working through Café Press means we wouldn’t have to purchase inventory. Vince Lamb mentioned that Greg K. from Skim City, who is local, designed and is maintaining the Native Plant Society’s website and they have been pleased with his work.

C. Public Relations Committee – Susan Adams

- Brochure Distribution Plan – Rearranged and updated the original list. Please volunteer to put your name next to an area so the brochures can be distributed to all sites on the list. Nicole submitted a line item to the Indian River TDC for a brochure reprint which was approved.
- Priority Projects – discussed under Major Donor Plan.

5. Reports of Officers

A. President Tim Ford – There is a grant opportunity designed for 501c3 charities for brick and mortar maintenance repairs for tourist sites. Due date of the application is 07/02/12 at 5pm; this needs to be added to our calendar. The \$500 Wildflower Grant was submitted ~~and not approved.~~ - WAS Approved!

B. Vice President Richard Stillwagon – The City of Titusville was awarded the \$5,000 Visit Florida Grant; will have 5+ billboards in the Orlando area. Beth Mitchell asked about the FDOT grant cycle in Washington: there aren’t going to be any more federal grants at this time, but we should know by September if there are going to be grants available for the State Scenic Highway Program. Mike will check with the Central Office about updates.

C. Secretary – Marsha Cantrell – Reminder that there is no meeting next month. Garry will inform Marsha if a guest speaker from FDOT will be able to attend and present at the next meeting.

D. Treasurer – Nicole Holbrook – No activity since April. Current balance is \$312.

6. Old and Unfinished Business

A. Accreditation – Corridor Solutions has assured that they are working on our application submittal and will send written comments. It was mentioned that some of the bylaws

should be revisited. It was recommended the Mission Statement be changed. The comments should be sent soon and once addressed the package will be resubmitted for the Level I Accreditation. A Bylaw Review Committee was formed and will consist of Richard Stillwagon (chair), Beth Mitchell, and Tim Ford.

7. New Business – No new business.
8. Public comment – Mike will begin preparing a “target list” of agencies.
9. Adjournment – Meeting adjourned at 11:27 am.

No Meeting Scheduled for July 2012

Next Meeting: August 2, 2012
The Ted Moorhead Lagoon House
3275 Dixie Highway N.E., Palm Bay, FL 32905

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting
Enchanted Forest Sanctuary Management and Education Center
May 3, 2012; 10:00 am

MINUTES

1. Call to Order/Roll Call/Introductions – Tim Ford, President called meeting to order at 10:00am.
Xavier de Seguin des Hons, EEL Program
Joanie Faulls, EEL Program
Tim Ford, City of Palm Bay – President
Jay Williams, FDOT Engineering Trainee
Garry Balogh, FDOT
Doug Robertson, Town of Palm Shores
Alix Townsend, City of Rockledge
Bob Finck, Atkins North America
Mike Palozzi, Shaw Environmental
Richard Stillwagon, City of Titusville – Vice President
Rocky Randels, Mayor, City of Cape Canaveral
Rodney Smith, Anglers for Conservation
Susan Adams, Mayor, City of Fellsmere
Charlene Neuterman, City of Cocoa
Darlene Hunt, North Merritt Island Homeowners Association
John Schantzen, North Merritt Island Homeowners Association
Troy Rice, SJRWMD
Bob Day
Marsha Cantrell, Brevard County Parks and Recreation – Secretary
Nanci Mitchell, Brevard County Park and Recreation
2. Approval of Minutes – April 5, 2012 Meeting
Richard Stillwagon made a motion to approve minutes as presented. Rocky Randels seconded motion. Unanimously approved.
3. Presentation – Enchanted Forest Sanctuary Management and Education Center/Environmentally Endangered Lands Program Presentation - Xavier de Seguin des Hons.
Xavier narrated a power point presentation. The EEL Program's mission is to protect the biodiversity through responsible stewardship of Brevard County's natural resources. The EEL Program was created in 1990 by voter referendum and was granted \$55M in bonds to purchase land for conservation. Approximately 20,000 acres have been protected; there are 65 threatened/endangered species on the land such as the Scrub Jay and Gopher Tortoise. There is a Selection Committee and a Management Committee set in place to decide what land will be purchased based on science and habitat/species; only land that has a willing seller can be purchased. The EEL Program purchases scrub as only 10% remains. Land Management requires research, removal of invasive exotic plants and animals, the planting of native vegetation,

vegetation reduction, prescribed burns and trash removal. The Enchanted Forest has a wealth of plant life as the tropics/subtropics merge here. The Barrier Island Sanctuary focuses on beach and sea turtles. Pine Island is the newest conservation area and contains the oldest house in Brevard County and mastodon tusks were found. Xavier advised that Joanie Faulls would provide a walking tour of the facility after the meeting for those that are interested.

4. Reports of Committees

A. Sustainability Committee – Marsha Cantrell – teleconference meeting held 4/24/12.

- Community Awareness/Presentations/Events – The Roseland Community Association presentation was postponed. The presentation to the League of Cities will be to inform who we are and hand out brochures and not present the typical PowerPoint presentation. The second Friday of each month is the Downtown Melbourne Friday Fest and Kathe Brewer volunteered to hand out brochures but there is a \$30 fee for a booth. Additional ideas on the types of future presentations and speakers were discussed. For June's meeting, Chevon Baccus will be providing a presentation on the Eau Gallie Arts District. No meeting in July. We hope to have Dave Castor, DOT/Byways, as our August speaker.
- Membership Form and Levels – Bob Finck discussed recruitment. A membership form was created and finalized to update information. Marsha will send it out electronically for everyone to fill out and return. Kathe Brewer was unable to attend today; however, she presents for discussion: four levels of membership/resources – 1. Education (Girl/Boy Scouts) 2. Friends (volunteers) 3. Sponsors (Municipalities) 4. Online Store. She suggested having a "gimme" at each level and additional value as the level goes up. The Sustainability Committee will further discuss and finalize levels with monetary value and bring back to the next meeting. The membership must be consistent with the bylaws.
- 2012 Calendar of Coalition Activities – Bob F. distributed a calendar of events that was submitted for the board manual; it has been expanded and now contains functions to be involved with. The calendar Marsha prepares will be continued as it lists events/presentations/meetings that the Coalition has participated in.

B. Website Committee – Nicole Holbrook (Marsha provided Nicole's report as she is on vacation)

The PO Box address and 5 year CMP have been added to the website under the "About Us" section; working with Travis to have the address also listed under the "Contact Us" section. There have been no email inquiries. Reviewed Google Analytics: 471 site visits, 1,169 page views, 1:37 average visit duration, 84.08% new visitor, 15.92% returning visitor, and most views from United States (Florida), United Kingdom and Canada.

C. Public Relations Committee – Susan Adams

- Brochure Distribution Plan – Susan distributed an updated list that is specific to Brevard County. Brevard TDC is procuring an additional brochure slot at the Yulee Visitor Center at their expense and is shipping 3,000 brochures for display. The Yulee Center is the first one over the Georgia line and is the largest of the 5 Centers.
- Distribution – Marsha will coordinate with Brevard TDC for brochure pickup by any member. Contact Marsha with any brochure need.
- Priority Projects – Susan distributed a listing of ideas and projects to undertake such as merchandising, smart phone app, audio tour, geocaching and public tours. The PR Committee and Sustainability Committee will further discuss and prioritize.

Suggestions were made to place the brochure at the new rest stops going in at the north and south ends of the county and at the TDC welcome center that's under way on north I-95. The installation of a Coalition sign at the Lagoon House was suggested to be added to the list.

5. Reports of Officers

- A. President Tim Ford – A letter of support for a \$500 wildflower grant has been requested for the Lagoon House.

Bob Day made a motion to write a letter of support. Darlene Hunt seconded motion. Unanimously approved.

- B. Vice President Richard Stillwagon – nothing further to report.
C. Secretary – Marsha Cantrell – nothing further to report.
D. Treasurer – Nicole Holbrook – (Marsha provided Nicole's report as she is on vacation) \$6 deposit from donations received at April meeting was made. Current balance is \$312.

6. Old and Unfinished Business

- A. Accreditation – Garry Balogh advised he has had several discussions with the consultants and there are a few things to review and finalize.

7. New Business

8. Public comment

Bob Day – distributed a Hidden Gems brochure. The Air Force Station provides a free 3 hour tour at KSC and perhaps we may want to coordinate one for the Coalition. May 9th at 6pm the Friends of the 1,000 Islands will be having a meeting.

Mike Palozzi – the best thing was sending the "please come back letter"; each meeting there are new organizations and people attending.

Marsha - announced there was a flyer at the sign in table about the Marine Resource Council being featured on the Discovery Channel, May 11th, 7 am, and that our very own Rodney Smith and Jim Egan would be interviewed regarding the Indian River Lagoon.

9. Adjournment

After the meeting Joanie Faulls provided a tour of the Center and of the outdoor areas and amphitheater. She spoke of the various types of animals that live at the Sanctuary, the many activities scheduled, the walking trails, and about the need and use of volunteers.

Next Meeting:

June 7, 2012

The Ted Moorhead Lagoon House

3275 Dixie Highway N.E., Palm Bay, FL 32905

Presentation by Chevon Baccus on the Eau Gallie Arts District

DRAFT



Indian River Lagoon National Scenic Byway Coalition Meeting

The Ted Moorhead Lagoon House

April 5, 2012; 10:00 am

1. Call to Order/Roll Call – Tim Ford, President, called meeting to order at 10:06am. He read the Coalition's mission statement and asked everyone to introduce themselves.

A. Introduction of Guests

Tim Ford, City of Palm Bay – President
Marsha Cantrell, Brevard County Parks and Recreation – Secretary
Nanci Mitchell, Brevard County Parks and Recreation
Rodney Smith, Anglers for Conservation
Rocky Randels, Mayor, City of Cape Canaveral
Vince Lamb, Florida Wildflower Foundation
Ann Downing, Old Town Hall History Center
Charlene Neuterman, City of Cocoa
Richard Stillwagon, City of Titusville – Vice President
Kevin Lowry, US Fish and Wildlife; Pelican Island National Wildlife Refuge
Bob Day
Celeste Henry, Old Pineapple Inn
Bob Finck, Atkins North America
Mike Palozzi, Shaw Environmental
Garry Balogh, FDOT
Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
Jerry Stansfield, City of Cocoa Beach
Jim Egan, Marine Resources Council

2. Approval of Minutes – March 1, 2012

Bob Day made a motion to approve the minutes as presented. Richard Stillwagon seconded the motion. Unanimously approved.

3. Reports of Committees

A. Sustainability Committee, Marsha Cantrell

- Community Awareness/Presentations – Tim Ford advised of presentations made to the Brevard County Historical Commission and the Sebastian Historic Society. The presentation scheduled for Roseland Community Association was cancelled due to a power outage and has been rescheduled for April 17th.
- Membership – Tim and Marsha met and prepared a listing of individuals and organizations to send emails/letters welcoming them back to the Coalition. Tim

sent the emails/letters and he has been receiving positive responses. Attendance at meetings and participation in the organization was requested. The Coalition does not currently charge a membership fee and the possibility of fees will be looked into with the Website/Public Relations Committees. The Membership Form will be finalized at the next Sustainability Committee meeting and will be sent out to all members to complete.

- 2012 Calendar of Coalition Activities – Marsha and Nanci Mitchell have created a quick at-a-glance calendar of meetings, presentations, and events. Bob Finck has a calendar of events that was submitted for the Level I accreditation. There is also a calendar of events on the IRL website; ultimately there should be only one calendar. Tim will be handing out IRL brochures on May 5th at the Waterfest at Goode Park in Palm Bay. Rodney Smith advised April 17th will be the Quarterly Eco event. Rocky Randels inquired if the City could place the Coalition's website link on their website; yes, it can and it is encouraged. The IRL website address is www.indianriverlagoonbyway.com.
- B. Website Committee, Nicole Holbrook – There was one inquiry from New Mexico and a brochure was mailed. Website traffic is up 9.7%; 507 visits. Rodney will provide Nicole with videos to put on the website. A joint meeting will be scheduled with the Sustainability and Website Committees. The IRL Brochure and the Director's Manual are now on the website; the CMP3 is not now but will be in the future.
- C. Public Relations Committee, Susan Adams – absent
- Brochures – Marsha advised that all brochures have been received and are being stored at TDC. TDC has requested a marketing and distribution plan and that is being finalized. TDC has distributed brochures to the KSC Visitor Center and they have requested a price for space at the 5 Florida Visitor Centers for the IRL brochure. A process of how members request and obtain the brochures needs to be prepared.

4. Reports of Officers

- A. President, Tim Ford – nothing further to report.
- B. Vice President, Richard Stillwagon – Richard explained the accreditation process and advised we have not heard anything regarding our application to reach the Level I status.
- C. Secretary, Marsha Cantrell – nothing further to report.
- D. Treasurer, Nicole Holbrook – Nicole submitted the E-postcard Form 990N; it was approved. Currently, there is \$306 in the bank account. Nicole handed out and reviewed the 2012 Operating Budget/1st Quarter report. There was a \$74 expense for the Coalition's new post office box which is P.O. Box 560902, Rockledge, FL 32956-0902.

Rodney Smith made a motion to accept the Treasurer's report. Bob Day seconded the motion. Unanimously approved.

Rodney suggested forming a fund raising committee and volunteered to be the Chairperson.

5. Old and Unfinished Business

A. Accreditation – reviewed under Vice President’s report.

6. New Business

A. Rodney Smith, Anglers for Conservation – Presentation

Rodney Smith presented a very informative and educational PowerPoint Presentation. He is a Captain, a Fisherman and works with the “Hook Kids on Fishing” program. He has been a fishing guide for over 20 years on the Indian River Lagoon as well as the author of two books: *Catching Made Easy* and *Enjoying Life on the Indian River Lagoon Coast*. During the PowerPoint he discussed monthly activities for the Space Coast of Florida such as fishing and shrimping; kayaking; catch & release programs; snorkeling; and nesting turtles.

7. Public comment

Vince Lamb spoke about the April 2 \$500 Florida Wildflower Grant application period; visit the website for more information: www.flawildflowers.org.

Mike suggested putting the website and PO BOX address on the agenda and minutes. He also suggested making contact with a Bed & Breakfast group or Fishing group for presentations.

The League of Cities meetings are the 2nd Monday of every month. Rocky is able to place the Coalition on the agenda when ready.

A suggestion was made to have the brochures distributed at the Melbourne Art Festival in April.

8. Adjournment – Meeting adjourned.

NEXT MEETING:

Enchanted Forest Sanctuary Management and Education Center
444 Columbia Boulevard
Titusville, FL 32780
(321) 264-5185



Indian River Lagoon National Scenic Byway Coalition Meeting

Cocoa Beach Golf Course & Country Club

March 1, 2012; 10:00 am

DRAFT MINUTES

1. Call to Order/Roll Call – Tim Ford, President called meeting to order at 10:06 am.
 - A. Introduction of Guests
 - Nanci Mitchell, Brevard County Parks and Recreation
 - Marsha Cantrell, Brevard County Parks and Recreation – Secretary
 - Jerry Stansfield, City of Cocoa Beach
 - Tim Ford, City of Palm Bay Redevelopment Agency – President
 - Steve Chalmers, Marine Resources Council
 - Rodney Smith
 - Bob Day
 - Sue Hunt, Indian River County Chamber
 - Richard Stillwagon, City of Titusville – Vice President
 - Mike Palozzi, Shaw Environmental
 - Bob Finck, Atkins North America, Inc.
 - Garry Balogh, FDOT
 - Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
 - Kathe Brewer, Standout Swag
 - Amy Sirmans, TranSystems
 - J. Travis Johnson, TranSystems
2. Approval of Minutes – February 2, 2012

Richard Stillwagon made a motion to approve minutes as presented. Bob Day seconded motion. Unanimously approved.
3. Reports of Committees
 - A. Sustainability Committee – Marsha Cantrell
 - Community Awareness/Presentations – Nicole Holbrook and Tim Ford attended Indian River County Historical Society meeting and presented our PowerPoint. They were very receptive and want to become partners. Marsha and Nanci Mitchell are working on a calendar at a glance for all the events.
 - Post Office Box – Marsha reported a PO Box in Rockledge will be obtained. The 3x5 size is \$74 per year and comes with 2 keys. The Directors will be listed to pick up mail. The key keepers will be Marsha and Richard Stillwagon. There has been a donation made specifically for the PO Box. Nicole is bringing a check to pay for the PO Box expense.
 - Membership -
 - “Please Come Back” correspondence – There will be 2 letters written; one to be sent to those who have not been to the meeting in a while, and the other to be a “cold-call” letter inviting those who have not attended meetings. Marsha and Tim will meet to create a list of who letters need to go to. Marsha has an

example of the first letter and a list of those entities who were attending at the beginning.

- “Who and What” discussion – Information regarding who, what and why we are a group needs to be in the letter; also need to educate and promote what resources are here on the byway to enjoy. Our emphasis is now shifting from protecting resources to promoting them. The summarization should be a mission to create awareness of the byway and the cultural and historical areas.

B. Website Committee – Nicole Holbrook

Reviewed the Google analytics; traffic up 38%; 443 visits. Updates made to the site: added Tim Ford as the President and added the names of the Board members under the “About Us” section. There is difficulty adding the CMP3 on the website. We should be able to attach the brochure as well as the State’s website. The website started with 352 Media, but Costa will take over and work on the web page. Send information to Nicole and she will forward to Travis Johnson for the State site. Nicole was able to create a QR code which can be put on the reprint of the brochure. We were not able to apply for the phone app grant because it was very expensive. Nicole will get in touch with a company who may possibly do it for free for non-profit organizations.

Kathy Brewer passed around a handout of what she found other byways were doing on memberships. Discussed Membership Levels; levels could be: Friends - people/businesses who want to be a part of the byway; Sponsors - people/businesses on the byway; Lifetime Sponsors - companies such as GE or those that will be around for a long time. Discussed having an online store to sell byway merchandise. Need to determine what a person/organization would receive for their donation; volunteers should be free. The Sustainability/Public Relations Committees will come back with this as an action item.

Richard Stillwagon reported the City of Titusville has a link to the Indian River Lagoon Byway website as well as a banner on the homepage.

C. Public Relations Committee – Susan Adams (absent)

- Brochures (67 Boxes – 300 each) – discussed below.

President Tim Ford stated the need to change the flow of the agenda so the presentation under New Business could now be heard due to one presenter having another commitment .

6. New Business

A. Jerry Stansfield, City of Cocoa Beach – PowerPoint of What’s Going on in Cocoa Beach and Information on the 1,000 Islands.

Jerry introduced Tim Kusco. He is a native of Cocoa Beach and works at Kennedy Space Center in the Ecological Program. Tim presented a presentation about the 1,000 Islands from the beginning to now. The PowerPoint showed how the islands were formed and how they will eventually disappear. He also spoke about the work and research done on the islands.

Jerry Stansfield provided a presentation of the City of Cocoa Beach. He discussed projects completed in 2011 and projects coming up in 2012. In 2011 the City celebrated their 86th anniversary. Cocoa Beach supports the Space Coast Art Festival and the Christmas Boat

Parade. The Ocean Beach Boulevard project is complete and has a new downtown parking lot. The City is currently working on the ASR test well project, and completed the channel re-dredge project. For 2012 the City plans to re-dredge the 200 channel spoil site with a FIND grant, continue to seek FEMA stabilization funding, begin the Maritime Hammock Park project as well as the median landscaping at 520 & A1A. There will be water treatment plant upgrades. A grant was approved to purchase 4 cardiac monitors. They will begin a new fire station project. A beach management plan and a new beach entrance at Minuteman Causeway is being developed.

4. Reports of Officers

- A. President Tim Ford – Thanked those who came out for the ceremony for Ted Moorhead; there was a very nice turnout. The Roseland Community Association is interested in the Coalition doing a presentation at their next meeting. A letter of support for the byways bill was sent to Mica, Adams and Posey. Two support letters were requested; one for the City of Titusville billboard and one for the Anglers for Conservation for maintenance and education at the Lagoon House.
- B. Vice President Richard Stillwagon – Titusville also received very nice letters from Layne Hamilton and Canaveral Seashore for the billboards.
- C. Secretary Marsha Cantrell – The brochures are in and the Public Relations Committee is working on the distribution list. TDC delivered 2 boxes to the Kennedy Space Center Visitor Center and they will deliver to the 5 visitor centers in Florida.
- D. Treasurer Nicole Holbrook – 1 transaction last month. There was a \$150 donation which brings the account balance to \$380. Tim is now listed on the checking account as President with signature authority. Nicole is working on the 990-N postcard; she will send out when we get the PO Box completed.

5. Old and Unfinished Business

- A. Accreditation – have not heard anything back after the submission to reach the Level I accreditation.
- B. Visit Florida Grant – reviewed above.

7. Public comment

8. Adjournment

Meeting adjourned.

**NEXT MEETING:
The Ted Moorhead Lagoon House
3275 Dixie Highway NE
Palm Bay, FL 32905**

Indian River Lagoon National Scenic Byway

Fact Sheet

The mission of the Indian River Lagoon National Scenic Byway Coalition is to preserve, protect and enhance the intrinsic resources of the Indian River Lagoon National Scenic Byway and to promote public access to and enjoyment of these resources.

Organization History

- ◇ 1999 – Began the process of developing a Corridor Management Plan lead by Ted Moorhead of the Marine Resources Council.
- ◇ 2000 – The Corridor Management Plan was submitted to FDOT. The state approved and designated the **Indian River Lagoon Florida Scenic Highway** and the Coalition was renamed the Indian River Lagoon Scenic Highway Coalition operating under the auspices of the Marine Resources Council.
- ◇ 2002 – The U.S. Department of Transportation recognized the route as a National Scenic Byway.
- ◇ 2009 – The route was extended to include Pineapple Avenue in Eau Gallie, and a southern loop through the City of Fellsmere.
- ◇ 2010 – The Coalition was designated a Florida not-for-profit corporation: the **Indian River Lagoon National Scenic Byway Coalition, Inc.**
- ◇ 2011 – The **Indian River Lagoon National Scenic Byway Coalition, Inc.** was officially designated a tax exempt corporation under section 501(c)(3) of the Internal Revenue Code.

Goals for 2012

- ◇ Achieve Level 1 Accreditation through the FDOT District 5 Achieving Excellence Program.
- ◇ Solicit renewed community support for the Byway through partnerships with commercial and municipal interests along the corridor.
- ◇ Recruit new membership for the sustainability of the Coalition.

Contact

Indian River Lagoon National Scenic Byway Coalition, Inc.

Tim Ford, President

Phone: (321) 409-7187

Email:

fordt@palmbayflorida.org

Corridor Story

The History of the Indian River Lagoon National Scenic Byway spans across thousands of years and embodies respect for the inherent beauty of this area. The Byway offers travelers an opportunity to witness pristine and fragile ecosystems, partnered with glimpses of Florida's past visions for the future through space exploration. The Indian River Lagoon National Scenic Byway meanders through three national wildlife refuges, sanctuaries, a national seashore and numerous state and local parks. Today the Indian River Lagoon National Scenic Byway continues to provide residents and visitors the opportunity to enjoy and explore this unique ecosystem for years to come.

Resources and Attractions

- ◇ Sebastian Inlet State Park
- ◇ St. Sebastian River State Park
- ◇ Archie Carr National Wildlife Refuge
- ◇ Pelican Island National Wildlife Refuge
- ◇ Merritt Island National Wildlife Refuge
- ◇ Environmental Learning Center
- ◇ Barrier Island Sanctuary Mgmt. & Education Center
- ◇ Melbourne Beach Pier
- ◇ Cocoa Beach Pier
- ◇ Manatee Hammock Campground
- ◇ Long Point Campground
- ◇ Brevard Museum of History and Natural Science
- ◇ Downtown Titusville
- ◇ Honest Johns Fish Camp
- ◇ Micco Scrub Sanctuary
- ◇ North Sebastian Conservation Area
- ◇ The Cove at Port Canaveral
- ◇ The Ted Moorhead Lagoon House



www.indianriverlagoonbyway.com





Indian River Lagoon National Scenic Byway Coalition Meeting

Lagoon House

February 2, 2012; 10:00 am

DRAFT MINUTES

1. Call to Order/Roll Call
 - A. Introduction of Guests
 - Tim Ford, City of Palm Bay – President
 - Rodney Smith, Anglers for Conservation
 - Kathe Brewer, Standout Swag
 - Ann Downing, Melbourne Beach Old Town Hall History Center
 - Nanci Mitchell, Brevard County Parks and Recreation
 - Marsha Cantrell, Brevard County Parks and Recreation – Secretary
 - Richard Stillwagon, City of Titusville – Vice President
 - Mike Palozzi, Shaw Environmental
 - Bob Day, Board Member
 - Susan Adams, City of Fellsmere
 - Kevin Lowry, Pelican Island National Wildlife Refuge
 - Briana Johnson, Intern at Pelican Island National Wildlife Refuge
 - Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
 - Celeste Henry, Old Pineapple Inn
 - Cynthia Pless-Wade, Roseland Community Association
 - Deidre Jackson, Space Coast Office of Tourism
2. Approval of Minutes – January 5, 2012

Richard Stillwagon made a motion to approve minutes as presented. Bob Day seconded motion. Unanimously approved.
3. Reports of Committees
 - A. Sustainability Committee
 - Mike Palozzi handed out draft copies of the Membership/Partner Entity Information Form, and Partner Organization Letter. He discussed recruiting new members and bringing back members who were coming in the beginning and the need to send a letter. The letter needs to provide background information and it needs to be decided who it should go to. The letter needs to let the person/organization know the value of coming to the meetings or making donations.
 - Community Awareness/Presentations – Marsha Cantrell discussed that presentations have been made to the Brevard and Indian River TDC, and the next step is the League of Cities and Historical Commissions for both Indian River and Brevard County. Meeting dates are: Indian River Historical Society, 2/27 and Brevard Historical Commission,

3/28. Last slides of presentation need to discuss what we are looking for from the committees.

Richard Stillwagon said he went to the Birding Festival and the few brochures he had were well received. He said that Laurilee Thompson asked for 500 brochures to hand out. Nicole Holbrook stated she distributed a box of brochures at the Frog Leg Festival.

- Membership Form – Mike discussed the need to finalize the form and to have a contact person and a mailing address; perhaps a P.O. Box. There is a general email on the website which Nicole checks.
- Coalition Meetings and Calendar – Historical Meetings
 - Next Month's Meeting – Due to the Coalition rotating meetings every other month along the Byway to increase membership and participation, next month's meeting will be held at the Cocoa Beach Golf Course & Country Club.
 - The calendar should list when meetings and events are and when grants are coming up. The Sustainability Committee will discuss grants at their next meeting.
- B. Website Committee – Nicole informed the Coalition there have been 301 visits and reviewed the details from Google Analytics. Marsha received an email asking if the brochure and the management plan are on the website; Nicole will contact Clint Eliassen about adding the brochure to the website. Bob Finck can get us the electronic version of the management plan. Nicole will schedule a Website Committee meeting.
- C. Public Relations Committee –The brochures should be delivered to TDC next week. Deidre Jackson advised the TDC sends brochures to all visitor centers, hotels and those who request information. Susan Adams advised the Committee will finalize the distribution plan. Marsha will request a list of locations from TDC.

4. Reports of Officers

- A. President Tim Ford – Congressman Mica has drafted a bill for byways; Tim would like to provide a letter of support for the program.
Richard Stillwagon made a motion to create a letter of support. Susan Adams seconded motion. Unanimously approved.
Grant awards are expected in May for those that were submitted. The Ted Moorhead recognition will be held on February 16th at 7pm at Palm Bay City Hall located on Malabar Road.
- B. Vice President Richard Stillwagon –The 501c3 status has been renewed for 1 year. The cost was \$106 and was paid for by him.
- C. Secretary Marsha Cantrell – Nothing further to report.
- D. Treasurer Nicole Holbrook – Will provide a written report on a quarterly basis; setting up a QuickBooks account through the Chamber. Need to change the names of who can sign Coalition checks due to the change in presidency. No transactions this month. Currently \$230 in the bank account. Discussed in-kind donations; Nicole will put in some line items for in-kind donations in the budget.

5. Old and Unfinished Business

- A. Accreditation – Richard informed the Coalition that everything needed for the Level 1 Accreditation process has been submitted, including the Board of Directors Manual and monthly minutes.
- B. Web Pages – Kathe Brewer discussed the types/levels of memberships that can go on the website. An example would be \$20/month for a business card sized ad (static or dynamic) on the website. Discussed affordable sponsorships and that anyone can join as well as merchandise to purchase. Will do more research and bring back to the next meeting.
- D. Brochure – Previously reported.

6. New Business

- A. Visit Florida Grant – Nicole advised there is a tourism/education grant and it is the only one that does not require a match. It is for presentations, outreach programs, tourism, and promotional material. The award is up to \$2,000; they prefer the applicant to be a partner with another Visit Florida member; need letters of support; and it is a reimbursement grant. Deidre Jackson will look into Brevard TDC being a partner and being the pass through for the grant; she also explained that the Hidden Gems program recently purchased a mobile app and it was relatively inexpensive. The Coalition agreed to apply for the Visit Florida Grant; the application is due February 20th. Marsha will contact them for info about the mobile app.
- B. Nicole will upload the Board of Directors CD onto the website under the “About Us” section.

7. Public Comment

Rodney Smith asked about the Fellsmere Welcome Center grant; discussed where the project will be and the elements of the grant. Rodney spoke about Samson’s Island in Satellite Beach and how it was mitigated and restored to its native state; this is a shared vision for the Lagoon House. Also spoke about Dr. Ken Linderman. Rodney passed around a handout regarding the Melbourne & Beaches Music Marathon which is an eco-friendly event that will be held on February 4-5, 2012 as well as a handout regarding a free presentation for Business Pathways for a Sustainable Future at FIT on February 9, 2012.

Adjournment – Several Coalition members met President Tim Ford at Castaway Point Park, 2990 Bay Boulevard, NE Palm Bay, FL 32905 for a narrative tour of the Park and of the improvements to the area.

Meeting adjourned at 11:12am.

Next Meeting:

Cocoa Beach Golf Course & Country Club
5000 Tom Warriner Boulevard
(Off Minutemen Causeway)
Cocoa Beach, FL 32931



February 24, 2012

Mr. Rodney Smith
Anglers for Conservation
265 South Robert Way
Satellite Beach, FL 32937

Re: FLEPPC's Kathy Craddock Burks Education Grant

Dear Mr. Smith;

For almost two years Anglers for Conservation has worked with the City of Palm Bay to improve the native vegetation and retention pond at the Ted Moorhead Lagoon House located at 3275 Dixie Highway, NE, in the City of Palm Bay. The Ted Moorhead Lagoon House serves as both a welcome center for the Indian River Lagoon National Scenic Byway and as an environmental education center for visitors and residents to learn about Indian River Lagoon eco-system. Since Anglers for Conservation has been involved with the Ted Moorhead Lagoon House I have noticed a marked improvement in the appearance of the native landscaping at the site and also in the community's participation at the Ted Moorhead Lagoon House. This has been very beneficial to the Indian River Lagoon National Scenic Byway and thus the Indian River Lagoon National Scenic Byway supports the Anglers for Conservation's FLEPPC's Kathy Craddock Burks Education Grant application.

Sincerely,

Tim Ford
President
Indian River Lagoon National Scenic Byway Coalition, Inc.

Tim Ford

From: Rodney Smith [rodney@anglersforconservation.org]
Sent: Friday, February 24, 2012 1:55 PM
To: Tim Ford
Subject: Tim /Rodney Invasive plant grant / letters of support
Attachments: EdGrantRFP2012.pdf

Tim:

Thanks for your time over the phone. You continue to surprise me with your steadiness; I realize you juggled many plates.

Having these letters of support will be helpful; here's a rough draft of the letter we need from y'all.

Thanks,

Rodney

For nearly two years, the Anglers for Conservation and the City of Palm Bay have worked together to accomplish several objectives.

- Improve and restore the native landscaping of the Ted Moorehead Lagoon House and its retention pond.**
- Provide a quarterly Eco-Escape Day for Brevard residents**
- Highlight the Ted Moorehead Lagoon House has a key-stone to the surrounding community**
- Improve the community's participation at the Ted Moorehead Lagoon House**

We can see the benefits of this budding relationship.

Anglers for Conservation (AFC)
Education ~ Restoration ~ Applied Conservation

Rodney Smith
Phone: (321) 750.3374
www.anglersforconservation.org

info@anglersforconservation.org

265 South Robert Way
PO Box 373257
Satellite Beach FL
32937



February 16, 2012

Dear VISIT Florida Representative,

I support the City of Titusville's proposal to place billboards in the Orlando area encouraging visitors to travel to the Merritt Island National Wildlife Refuge and the Canaveral National Seashore. These sites are located along the Indian River Lagoon National Scenic Byway. This project will support the efforts of the Indian River Lagoon National Scenic Byway Coalition, Inc., to increase visitors to the Byway so that they may experience its natural, recreational and scenic resources.

In cooperation with Brevard County and one or more area businesses, Titusville will help get the word out about the large expanse of important wildlife habitat that's being preserved in our region and increase the image and overall awareness throughout Florida of our region as a "nature tourism" travel destination.

I hope you will agree that this project is worthy of your financial support.

Sincerely,

Tim Ford
President
Indian River Lagoon National Scenic Byway Inc.



February 3, 2012

Congressman Bill Posey
120 Cannon HOB
Washington, DC 20515

Dear Representative Posey:

I am writing to ask you to contact House Transportation & Infrastructure Committee Chair John Mica to eliminate the repeal of the National Scenic Byway Program under the proposed 5-year Surface Transportation Bill presented Tuesday, January 31, 2012, that abolishes the Program. The National Scenic Highway Program helps in the economic development of the cities and communities of Brevard and Indian River Counties by promoting tourism to international, national and local tourists to visit our many cultural, historic, environmental and scenic resources that exist along the Indian River Lagoon National Scenic Byway. The Indian River Lagoon National Scenic Byway, as well as the other federally designated roadways across the U.S., have been an integral part in developing and strengthening the economies of our country's rural and metropolitan communities. The National Scenic Byway Program also is consistent with and complements the "Welcoming Business Travelers and Tourists to America Act" sponsored by you, Congressman Posey.

Abolishing the National Scenic Byway Program would be devastating to the Indian River Lagoon National Scenic Byway and Brevard and Indian River Counties. Our Byways have done incredible work and made great strides to impact tourism, economic development and transportation under the National Scenic Byway Program. Byways across the country have leveraged the National Scenic Byway Program designation to obtain funds from other federal, state and local funding resources to make a significant impact on American transportation, our visitor-based economy, on community livability and protection of our natural resources - just to name a few.

I urge you to act quickly on behalf of Indian River Lagoon National Scenic Byway and our country's Byways. Please call Chairman Mica and insist he eliminate the repeal of the National Scenic Byway Program.

Sincerely,

Tim Ford
President, Indian River Lagoon National Scenic Byway Coalition



February 3, 2012

Congresswoman Sandy Adams
216 Cannon HOB
Washington, DC 20515

Dear Representative Adams:

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Sincerely,

Tim Ford
President, Indian River Lagoon National Scenic Byway Coalition



February 3, 2012

Congressman John Mica
2187 Rayburn House Office Building
Washington, DC 20515

Dear Representative Mica:

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Abolishing the National Scenic Byway Program would be devastating to the Indian River Lagoon National Scenic Byway and Brevard and Indian River Counties here in Florida. Our Byways have done incredible work and made great strides to impact tourism, economic development and transportation under the National Scenic Byway Program. Byways across the country have leveraged the National Scenic Byway Program designation to obtain funds from other federal, state and local funding resources to make a significant impact on American transportation, our visitor-based economy, on community livability and protection of our natural resources - just to name a few.

I urge you on behalf of Indian River Lagoon National Scenic Byway and our country's Byways to eliminate the repeal of the National Scenic Byway Program.

Sincerely,

Tim Ford
President, Indian River Lagoon National Scenic Byway Coalition

* * * Communication Result Report (Feb. 3. 2012 11:19AM) * * *

1) BAYFRONT COMM REDEV AGENCY
2)

Date/Time: Feb. 3. 2012 11:18AM

File	No. Mode	Destination	Pg(s)	Result	Page Not Sent
0357	Memory TX	12022266299	P. 1	OK	

Reason for error
 E. 1) Hang up or line fail
 E. 3) No answer
 E. 5) Exceeded max. E-mail size

E. 2) Busy
 E. 4) No facsimile connection



February 3, 2012

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 216 Cannon HOB
 Washington, DC 20515

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I urge you to act quickly on behalf of Indian River Lagoon National Scenic Byway and our country's Byways. Please call Chairman Mica and insist he eliminate the repeal of the National Scenic Byway Program.

Sincerely,

Tim Ford
 President, Indian River Lagoon National Scenic Byway Coalition

Tim Ford, President, Indian River Lagoon National Scenic Byway Coalition
 3790 Dixie Highway, Suite B, Palm Bay, FL 32907, (321) 409-7187, ford@palmabayflorida.org

* * * Communication Result Report (Feb. 3. 2012 11:18AM) * * *

1) BAYFRONT COMM REDEV AGENCY
2)

Date/Time: Feb. 3. 2012 11:17AM

File No. Mode	Destination	Pg(s)	Result	Page Not Sent
0356 Memory TX	12022253516	P. 1	OK	

Reason for error

E. 1) Hang up or line fail
E. 3) No answer
E. 5) Exceeded max. E-mail size

E. 2) Busy
E. 4) No facsimile connection



February 3, 2012

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120 Cannon HOB
Washington, DC 20515

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Sincerely,

Tim Ford
President, Indian River Lagoon National Scenic Byway Coalition

* * * Communication Result Report (Feb. 3. 2012 11:37AM) * * *

1) BAYFRONT COMM REDEV AGENCY
2)

Date/Time: Feb. 3. 2012 11:20AM

File No.	Mode	Destination	Pg(s)	Result	Page Not Sent
0358	Memory TX	12022260821	P. 1	OK	

Reason for error

E. 1) Hang up or line fail
E. 3) No answer
E. 5) Exceeded max. E-mail size

E. 2) Busy
E. 4) No facsimile connection



February 3, 2012

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2187 Rayburn House Office Building
Washington, DC 20515

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I urge you on behalf of Indian River Lagoon National Scenic Byway and our country's Byways to eliminate the repeal of the National Scenic Byway Program.

Sincerely,

Tim Ford
President, Indian River Lagoon National Scenic Byway Coalition



Indian River Lagoon National Scenic Byway Coalition Meeting

Marsh Landing Restaurant

January 5, 2012; 10:00 am

DRAFT MINUTES

1. Call to Order/Roll Call – Meeting called to order at 10:00am
 - A. Introduction of Guests
 - Tim Ford, City of Palm Bay Redevelopment Agency – President
 - Susan Adams, Mayor City of Fellsmere
 - Beth Mitchell, Sebastian River Area Chamber of Commerce
 - Nanci Mitchell, Brevard County Parks and Recreation
 - Marsha Cantrell, Brevard County Parks and Recreation – Secretary
 - Bob Day
 - Bob Finck, Atkins North America, Inc.
 - Mike Palozzi, Shaw Environmental
 - Mark Mathes, City of Fellsmere
 - Garry Balogh, FDOT D5
 - Ken Kasweck, MRC
 - Richard Stillwagon, City of Titusville – Vice President
 - Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
 - Jason Nunemaker, Manager City of Fellsmere
 - Kathryn Brewer, Standout Swag
 - Susan Hunt, Indian River County Chamber of Commerce
 - John-Mark Palacios, FDOT D4
2. Approval of Minutes – December 1, 2011

Beth Mitchell made a motion to approve minutes as presented. Susan Adams seconded motion. Unanimously approved.
3. Reports of Committees

Sustainability Committee – Marsha Cantrell advised there was a Committee teleconference call before Christmas.

 - Community Awareness/Presentations: The next presentations will be at the League of Cities and the Historic Commissions for both counties. Marsha followed up with the Brevard County Historic Commission and they typically meet the 4th Tuesday at 6:15 pm at the Cocoa Central Reference Library. Next meetings are January 24, February 28 and March 27. February or March would be the first dates we would be able to attend and make a presentation.
 - Membership Database: Bob Finck discussed that he used the membership information on the current Excel spreadsheet and imported it into Microsoft

Access and that some of the information needs to be updated. The idea is to have a digital process that puts everyone's data on the spreadsheet; information can then be sorted by location, work affiliation, city, alphabetical, etc.

- Coalition Meeting Dates and Locations: Marsha presented a preliminary Coalition Meeting Schedule for discussion and asked if we wanted to continue with rotating meetings every other month up and down the byway.

Beth Mitchell made a motion to continue the rotation of meetings on the byway. Susan Adams seconded motion. Unanimously approved.

In reviewing the schedule, it was agreed to not schedule the bus tour due to the rotating of the meetings and to continue to have no meeting in July. Marsha requested volunteers in finding other locations for the rotation of the meetings.

Volunteers are as follows:

- Marsha Cantrell/Bob Day will schedule a meeting place for March.
- Richard Stillwagon will schedule a meeting place for May.
- Susan Adams will schedule a meeting place for September.
- Beth Mitchell will schedule a meeting place for November.

It was suggested the Committee discuss: bus tours; tours after Coalition meetings as related to the site being visited; and memberships.

Another Committee meeting will be scheduled within the next several weeks.

- A. Website Committee -Nicole Holbrook reviewed the web analytics report: 313 visits; Average time on site is 3:57 seconds; 83% were new visits, most in US and were from Florida; In Florida – Melbourne, Palm Bay, Merritt Island, Orlando, Vero Beach, Satellite Beach; Keywords: IRLNSB, Donald McDonald Park, Byway, Barrier Island Center; Referrals: 44 from City of Fellsmere; 24 from Florida Today; 6 from Google; 3 from AOL.

Discussed selling web pages. Kathy Brewer who lives in Brevard County and has an advertising business, Standout Swag, was asked to attend today's meeting as she could help. Kathy advised she looked forward to being involved with the Coalition. The A1A Byway has a web policy and Garry Balogh will get a copy for us.

The actual Committee has not met in a while and Nicole will be scheduling one.

- B. Public Relations Committee – Susan Adams had nothing to report and Nicole advised she had distributed brochures to some hotels. Marsha stated the brochures being printed by the Brevard TDC had not been completed. There was a desire to have the TDC logo somewhat bigger which was done; however, due to the holidays, approval for the printer to proceed has not been made. Hopefully, it will happen soon.

4. Reports of Officers

- A. President – Tim Ford. Fellsmere was ranked 2nd or 3rd in the State of Florida for the grant they submitted for the Welcome Center and will be forwarded to the Federal Highway Administration for funding consideration. There were 2 other applications that tied as first. The decision could be made/announced around December or January of next year.

On 1/19/12, 7 pm, the City of Palm Bay will be recognizing Ted Moorehead. He was the founder of the Coalition and will be naming the Lagoon House after him. (Note: since the meeting, the City of Palm Bay moved the date to 2/16)

There will be an EcoDay at the Lagoon House on 1/21/12.

- B. Vice President – Richard Stillwagon. Will report further on the Agenda.
- C. Secretary – Marsha Cantrell. Nothing further to report.
- D. Treasurer – Nicole Holbrook.
- Status of Bank Account – There is \$230 in the account.
 - Yearly Budget Comparison - There were no expenditures or revenues for the past month. Nicole distributed the 2012 Operating Budget Sheet which includes grants, brochures, website hosting & maintenance, donations, and professional services.

Nicole will be filing a required IRS form that can be completed online.

5. Old and Unfinished Business

- A. Accreditation – Richard Stillwagon advised the 2012 Budget was not in the Director's Manual and should be included. Bob Finck distributed a spreadsheet that indicated the status of all Accreditation I requirements. Richard advised that everything had been forwarded with the exception of the Director's Manual. Richard asked Marsha to forward the last 5-6 monthly minutes for inclusion into the Manual. The Level I Accreditation submittal will then be complete. The deadline is March 1. An Annual Report is due by May 1, 2012. Beth Mitchell will look in the archive boxes for the last one submitted by MRC and forward to Richard. Beth volunteered to store all of the Coalition's files so everything is in one location. Richard will be transferring to her several files and filing cabinet.
- B. Web Pages – Previously discussed.
- C. Brochure – Previously discussed.

6. New Business

- A. Coalition Calendar – Upcoming events were discussed:

- The Birding & Wildlife Festival is 1/25-30/12. Bob Day will assist in distributing the brochures.
- The Frog Leg Festival is 1/19-22/12; the Sebastian Chamber has a booth and can distribute brochures.
- The Grant Seafood Festival is 3/3-4/12; the Sebastian Chamber has a booth and can distribute brochures.
- The Pelican Island Festival is 3/17/12; the Sebastian Chamber has a booth and can distribute brochures.

Volunteers are requested to attend the events and assist in the distribution of information.

Several grant cycles are coming up with funding from the Cultural Heritage and Tourism/Public Highway Lands Program and the Public Lands Discretionary Funds.

- B. Coalition Goals – 2012 – Richard Stillwagon advised the goals should be simple and he suggested:

Complete the Level 1 Accreditation
501(c)3
Community Support
Recruit Membership
Meet the budget

Bob Finck will update the Fact Sheet.

- C. One Year and Three Year Budget Review – Mike Palozzi stated he asked this to be on the Agenda and should be part of Treasurer's report in the future.

7. Public comment

Bob Day – He has a stack of Birding & Wildlife Festival brochures for those who would like them.

Garry Balogh – There was a meeting 9/2011 with 25 CME's and there is now a new Scenic Byway Newsletter. It is printed quarterly and has no name as of yet. When distributed, Marsha will forward to Coalition members. Byway stories and events can be submitted directly to the editor for publishing.

8. Adjournment

Meeting adjourned at 11:07am.

The next Coalition meeting is February 2, 10 am, at the
Lagoon House located at
3275 Dixie Highway N.E., Palm Bay, FL 32905.

CANDIDATES SUBMITTED BY THE NOMINATING COMMITTEE:

Officers of the Board of Directors (1 year term):

Tim Ford, President

Richard Stillwagon, Vice-President

Marsha Cantrell, Secretary

Nicole Holbrook, Treasurer

Board Members (3 year term):

Bob Day (2015)

Celeste Henry (2015)

Board Members with terms continuing and not needing reappointment:

Board Members With Term Continuing:

Susan Adams (2013)

Beth Mitchell (2013)