

DRAFT

**Indian River Lagoon Scenic Highway Members Meeting
December 3, 2009
Lagoon House, Palm Bay, FL**

Attendees:

Susan Adams, City of Fellsmere
Marsha Cantrell, Secretary IRLSHC and Brevard County Parks Support Services
Manager
Robert Day, SJRWMD
Tim Ford, City of Palm Bay
Nicole Holbrook, Treasurer IRLSHC - Sebastian River Area Chamber of Commerce
Beth McMillen, Marine Resources Council
Gail Oliver, Marine Resources Council
Mike Palozzi, Post, Buckley, Schuh & Jernigan
Richard Stillwagon, Vice-Chairperson IRLSHC, City of Titusville
Denise Hayes, Administrative Secretary for Brevard County Parks and Recreation

The meeting began at 10:15 a.m.

Ms. McMillen made a MOTION to pass the minutes of November 5, 2009 with the 1049 date being corrected on page 2, paragraph 5, line 4, to 1949. Mr. Stillwagon seconded the motion. The motion passed unanimously.

1) Discussion On Scenic Highway Bus Tour

Mr. Palozzi suggested the Coalition create a way to promote interest in becoming involved in the IRLSHC for the next bus tour. Ms. Cantrell suggested a formal invitation be made to local agencies and organizations to encourage their participation. Mr. Day suggested the advertising for the next bus tour should be very clear that the bus and not all of the stops on the tour would be ADA accessible.

Mr. Palozzi informed the Coalition that Dennis Adams was no longer with America's Byways Resource Center and would not be returning to complete the "Making Wayfinding Easier" presentation. Post, Buckley, Schuh & Jernigan would be making the second part of the presentation at the January 7th meeting. Ms. Mitchell suggested that the two recent bus tours be used as starting points for the wayfinding presentation.

Ms. Mitchell also suggested that the Titusville Chamber of Commerce be asked to create an itinerary for a north area bus tour and to participate by inviting other Titusville organizations to help promote enthusiasm for becoming members of the Coalition.

2) Status Report on Website

Ms. Holbrook stated that she did not have an update due to the lack of communication from the website consultant. She requested more pictures for the various categories and information for the category Communities and Towns.

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Mr. Day pointed out under the category of Communities, the unincorporated areas were not listed and suggested that they be listed. Ms. Holbrook asked the members to send her a list of the unincorporated areas with a biography or to provide her with a contact person's name and phone number and she would obtain the biography.

It was suggested that Special Places that are not on the byway be changed to Side Trips. Ms. Holbrook stated she was working on adding more events. Mr. Day asked that a birding festival link be added.

Ms. Holbrook asked for videos of areas along the byway to add to the web. Ms. Cantrell stated she would send some Historic Commission videos.

It was agreed the website committee needed to meet before the January 7th meeting, if possible.

3) Review of Goals for 2009

Ms. Mitchell requested approval to begin the paperwork to make the Coalition a not-for-profit corporation per the established quarterly goals. She could prepare the paperwork and there would be fees involved with the processing.

Mr. Stillwagon made a MOTION to begin the paperwork for the Coalition to become a not-for-profit corporation and to reimburse Ms. Mitchell the fees incurred in processing the paperwork. Mr. Day seconded the motion. The motion passed unanimously.

Mr. Stillwagon reminded the members reelection of officers will be in January per the Bylaws. Ms. Mitchell stated the reelection of officers and Mr. Palozzi's presentation would be on the January 7, 2010 meeting agenda.

4) Presentation from Kerry Firth, Treasure Coast Almanac

Ms. Mitchell introduced Ms. Firth whose company creates and distributes the Inside Track Almanac.

Ms. Firth stated she was there to explain how to generate revenue through advertising by creating a guide that would be distributed throughout the counties along the Indian River Lagoon Scenic Byway. She stated her idea was to approach the restaurants, kayakers, bikers and all the ecotourism type businesses along the trail to solicit them to advertise.

Ms. Firth suggested keeping the advertising ratio between 60% and 80% if a guide was chosen. She advised the Inside Track Almanac generated between \$50,000 and \$70,000 each quarter and cost approximately \$25,000 to print 30,000 copies. Ads run from \$300 for a quarter page to \$2,000 for the back cover per quarter. The cost would depend on the number printed. She would research the cost difference of maps as opposed to guides.

Ms. Firth informed the Coalition a sliding scale would be used to determine the commission and that 15% to 20% was standard. The more advertising that was sold the more revenue the Coalition would make.

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Ms. Mitchell asked whether or not this was a unique project and to give it to Ms. Firth or to send the project out for quote. Ms. Firth had a proven track record to do a turn key operation. Mr. Day suggested the Coalition look at the guide as a pilot project and see how it worked and if it worked then the Coalition could go out for request for proposals. Mr. Palozzi suggested that Mr. Balogh give his input as our FDOT representative. Ms. Mitchell advised that she had spoken to Mr. Balogh and he had given his approval.

Mr. Stillwagon stated that the minutes should reflect the project was reviewed by the FDOT representative who gave the go ahead and that the Chamber and Sebastian have had a good experience over the years with Ms. Firth's company and that it was a local business that had been in business many years.

Ms. Mitchell added the unique components of the project were that Ms. Firth's company could sell the advertising, create the graphics, design and print the guide. Ms. Firth will provide a contract for the January 7th meeting.

It was discussed that the 501c3 should be done before the Coalition contracted to do the guide.

Mr. Day made a MOTION to go forward as described and discussed. Mr. Ford seconded the motion. The motion passed unanimously.

It was discussed that U.S. Representative Kosmas or a member of her staff should be invited to a meeting to hear the Coalition's presentation.

Meeting adjourned at 11:41 a.m.

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

Attendees:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Meeting adjourned at 12:02 p.m.