



Indian River Lagoon National Scenic Byway Coalition, Inc.

Board of Directors Manual

January 2012



Indian River Lagoon National Scenic Byway Coalition, Inc.
Board of Directors Manual

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Byway Brochure (inside cover)



2012 COALITION MEETINGS & CALENDAR
FIRST THURSDAY OF THE MONTH
10 AM

January 5 – Marsh Landing Restaurant, 44 N Broadway, Fellsmere, FL 32948.

Phone: 772- 571-8622

January 19-22 – Frog Leg Festival – Nicole H/Beth M

January 25-30 – Birding & Wildlife Festival – Bob D

February 2 – Lagoon House*

March 1 – TBD – Marsha C/Bob D

March 3-4 – Grant Seafood Festival – Nicole H/Beth M

March 17 – Pelican Island National Wildlife Festival – Nicole H/Beth M

April 5 – Lagoon House*

May 3 – TBD – Richard S

June 7 – Lagoon House*

July – No Meeting

August 2 – Lagoon House*

September 6 – TBD - Susan A

October 4 – Lagoon House*

November 1 – TBD - Beth M

December 6 – Lagoon House*

*Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905.

Phone: 321-725-7775



Mission

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.

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.”

The history of the Indian River Lagoon National Scenic Byway spans across thousands of years and embodies people's respect for the inherent beauty of this area. The byway offers travelers an opportunity to witness pristine, fragile ecosystems, glimpses of Florida's past and visions for the future through space exploration.

The Indian River Lagoon National Scenic Byway meanders through delicate expanses of three national wildlife refuges, a national seashore and numerous state and local parks, and sanctuaries. The Indian River is home to more than 4,000 species of plants and animals, the largest number of species of any estuary in North America.

Visitors may enjoy the rich and lavish land either by the roadside or by getting "off the beaten path" through sailing, swimming, surfing, boating, fishing, bird watching, hiking and biking.

While this unique Scenic Byway affords travelers a glimpse of a delicately balanced ecosystem, it also personifies the region's history and man's desire for exploration. This area was known by native Ais Indians, Spanish explorers and visited by English pirates. As development advanced the strength of this country, Henry Flagler's railroad afforded early homesteaders the opportunity to continue the exploration of the land's intrinsic resources. Today, that exploration turns towards space at Kennedy Space Center and the NASA Space Program.

Today, the Indian River Lagoon National Scenic Byway continues to provide residents and visitors to the region the opportunity to enjoy and explore this unique ecosystem for years to come.

Development of the Scenic Byway

On April 14, 1999 at a public meeting in Melbourne the process of developing a Corridor Management Plan began. The leader of the effort was Ted Moorhead, a founding member of the Marine Resources Council, Chairman of the Florida Inland Navigation District, and Manager of Public Relations for AJT & Associates. After a series of public meetings the Plan was completed and submitted to FDOT. On June 13, 2000 the state designated the Indian River Lagoon Florida Scenic Highway. The staff of the Brevard County Department of Parks and Recreation compiled and published the plan. The CME was renamed the Indian River Lagoon Scenic Highway Coalition and operated under the auspices of the Marine Resources Council.

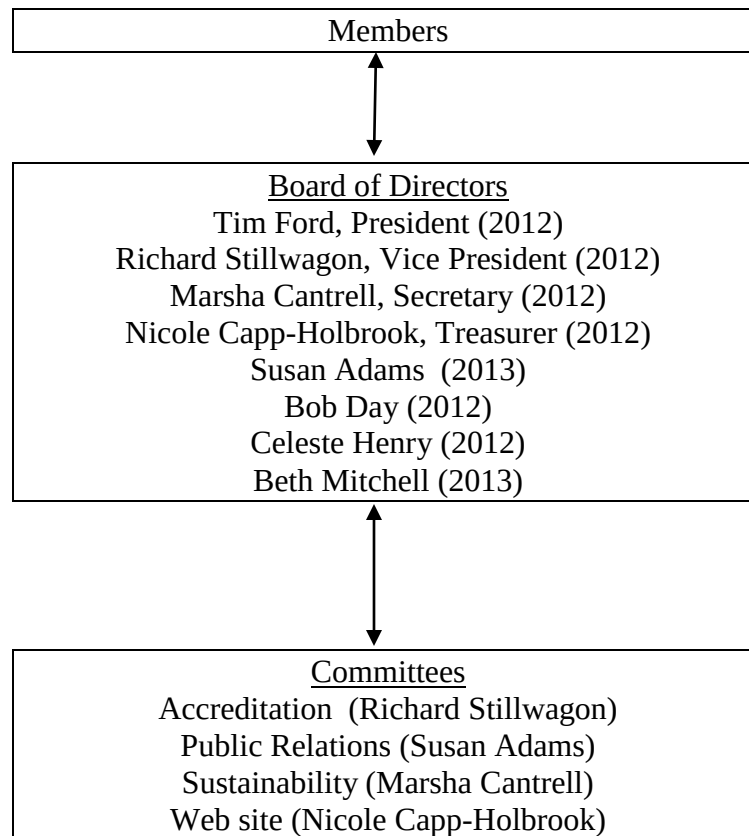
In 2002, the federal government recognized the route as a National Scenic Byway. Then in 2010, the route was extended to include Pineapple Avenue in Eau Gallie and a southern loop through the City of Felsmere. Also in 2010, with support from FDOT and the City of Felsmere, the CME was designated as a Florida not-for-profit corporation, the Indian River Lagoon National Scenic Byway Coalition, Inc. The Coalition is currently seeking approval as a federal 501c3 organization.

Some of the accomplishments of the Coalition, in concert with the Marine Resources Council, FDOT, the City of Palm Bay, and other partners are:

- Rehabilitation of the historic Melbourne Beach Pier
- Construction of the Lagoon House Environmental Learning Center and byway welcome center)
- Removal of 217 acres of invasive species from the Lagoon
- Preservation of views of the Lagoon in the City of Titusville
- Park and pedway projects in the City of Palm Bay
- Publication of a byway brochure (currently out of print pending completion of a new publication)
- Establishment of a web site, www.IndianRiverLagoonByway.com
- Extension of the byway to Fellsmere and Pineapple Avenue



INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION, INC. ORGANIZATION



Indian River Lagoon National Scenic Byway Coalition, Inc.
Board of Directors for 2012

Tim Ford, Vice President (2012)
Richard Stillwagon, President (2012)
Marsha Cantrell, Secretary (2012)
Nicole Holbrook, Treasurer (2012)
Susan Adams (2013)
Bob Day (2012)
Celeste Henry (2012)
Beth Mitchell (2013)

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ATKINS

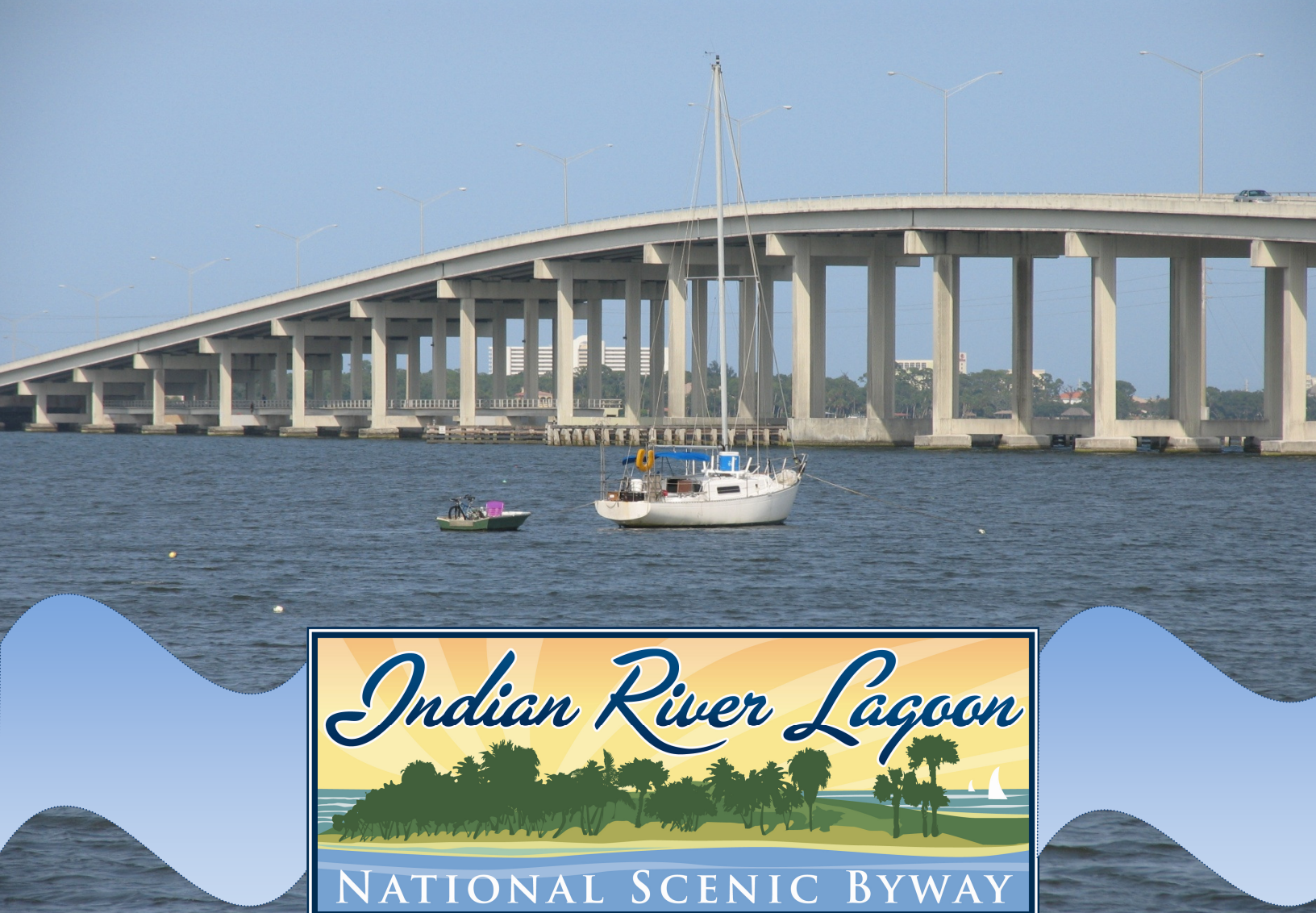
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Community Participation Plan

Indian River Lagoon National Scenic Byway

June 2011

Indian River Lagoon National Scenic Byway Community Participation Plan Table of Contents

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COMMUNITY PARTICIPATION PLAN

INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY

A community participation plan (CPP) is an important tool that helps ensure that the Coalition is regularly updating Byway stakeholders about programs, projects and accomplishments. Byway stakeholders include residents, business owners, local government officials and agencies, tourism agencies and other advocacy groups. It is only through community education and interaction that consensus can be built to ensure the long-term success of this Byway.

I. Project Overview

A. Project Description

The Indian River Lagoon National Scenic Byway (IRLNSB) is a 195 mile corridor along the east coast of Florida (Figure 1). The highway passes through Brevard and Indian River Counties along with the cities of Titusville, Cape Canaveral, Cocoa Beach, Satellite Beach, Merritt Island, Melbourne, Palm Bay, Melbourne Beach, Indialantic, Rockledge, Palm Shores, Grant-Valkaria, Indian Harbour Beach, Malabar, Sebastian, Fellsmere and Wabasso. The following highways are included:

- US 1 (SR 5) - from Wabasso to Titusville
- SR A1A – from CR 510 (Indian River County) to Cocoa
- Pineapple Avenue (Brevard County)
- Fellsmere Loop – Including CR 512 and CR 507 (Indian River County)
- East/West Causeways: Brevard County: US 192, SR 518, SR 520, SR 528, SR 402, SR 405; Indian River County: SR 510

A group of 36 community advocates representing Brevard County, Indian River County, 8 municipalities, the St. Johns River Water Management District (SJRWMD), the Florida Inland Navigation District and a number of community organizations first met in April 1999 to discuss the importance and beauty of the Indian River Lagoon. After being introduced to the Federal Scenic Byways Program and the Florida Scenic Highways Program by the Florida Department of Transportation (FDOT) the group unanimously voted to organize a Corridor Advocacy Group (CAG) and seek designation as a Florida Scenic Highway. The newly organized CAG voted to adopt the preliminary name of the corridor as the Indian River Lagoon Scenic Highway (IRLSH).

The CAG also decided to ask for sponsorship by the Marine Resources Council (MRC), a regional 501(c)(3) community organization with a mission and vision for the region's intrinsic resource which was compatible with that of this fledgling group. The MRC subsequently voted to approve the sponsorship. With this vote, the IRLSH CAG began operation as a special committee of the MRC.

At a meeting in June 1999, the CAG voted to define the preliminary limits of the corridor as a route beginning at Canaveral National Seashore to the north and ending at the Wabasso Causeway (CR 510) to the south. The majority of the route follows US Highway 1 on the mainland, and SR A1A on the barrier island encompassing the heart of the Indian River Lagoon. The route was later amended to include Kennedy Space Center and thus all of the rich history of America's space program.

The corridor was designated as a Florida Scenic Highway by FDOT in June 2000. Soon after, the Coalition sought and received designation as a National Scenic Byway (2001).

In 2008, the Coalition was approached by citizens from the City of Fellsmere and the Pineapple Avenue community in Melbourne. Each group expressed interest in having their communities added to the corridor. After approval by the Coalition, corridor extension documents were developed and the Scenic

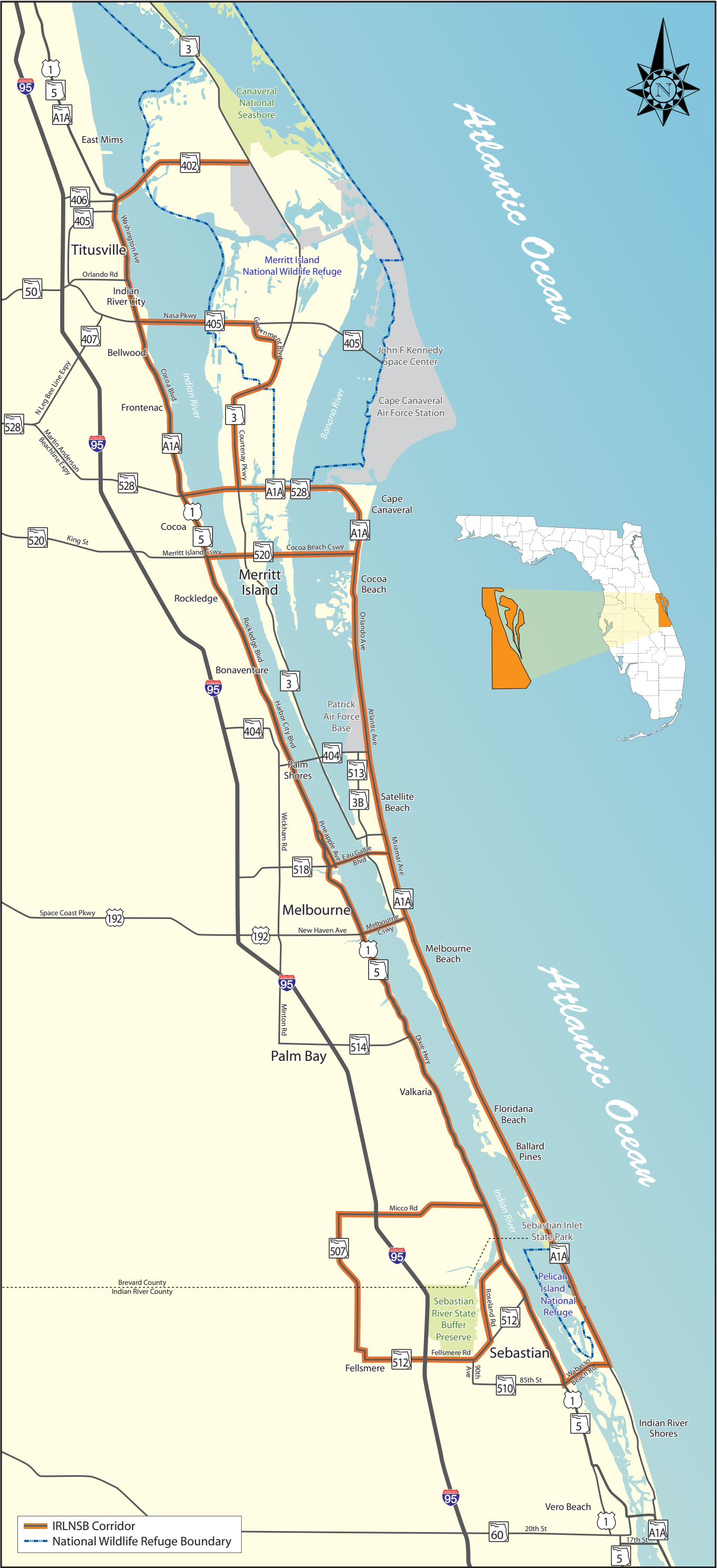


Figure 1
Indian River lagoon National Scenic Byway Corridor Map

Highway Advisory Committee (SHAC) approved these two corridor extensions in July 2009. Approval of these extensions added an additional 30 miles to the corridor. The corridor is currently named the Indian River Lagoon National Scenic Byway (IRLNSB).

II. Public Outreach

Implementation of the CPP is important for several reasons. First, it builds support for the Byway and the Coalition. Individuals who live and work on a scenic highway may be unaware of the Byway designation or the existence of the Coalition. This CPP is a systematic way to educate the community about the benefits of the designation and the mission of the Coalition.

Second, implementation of the CPP is one of the best ways to recruit new Coalition members and volunteers. Involvement of the Coalition in the community will help identify individuals and groups who support the Coalition's mission and are willing to help. Others may be willing to help by becoming a volunteer or board member, or by making a contribution. Making connections with other advocacy groups also develops opportunities for partnerships.

Third, a consistently implemented CPP will build trust for the Coalition in the community. If there is a clear understanding of the Coalition's mission in the community, there is less likely to be opposition to Coalition projects and programs.

Finally, a well thought-out and strategic CPP is consistent with the Coalition's Goals and Objectives.

The CPP includes a series of tools that can be used to encourage new individuals to become involved in the Coalition. When implemented consistently and with proper follow-up, the CPP helps identify supporters in the community who may eventually become volunteers or donors.

The first step in implementing a successful CPP is to identify the target community that might be interested in the Coalition's efforts. The Coalition currently maintains a mailing list (Attachment A) of all stakeholders who have expressed interest in the long-term success of the corridor. Those on the list receive meeting announcements, meeting minutes and special notifications as appropriate.

The Coalition is also working to expand this stakeholder list to include others that might be unaware of the Coalition and this scenic highway designation. This expanded database represents future growth for the Coalition. A preliminary list of potential stakeholders is included in Attachment B. This is consistent with the Coalition's Goals (Goal 6) which identifies the need to increase the community's understanding of the Coalition mission.

III. Public Outreach Tools

The Coalition has identified the following public outreach tools to be used as needed to keep the community informed. The appropriate outreach tool used is based on the particular need.

A. Coalition Meetings

Currently, Coalition meetings are held on the first Thursday of each month, typically at the Lagoon House (3275 Dixie Highway, NE, Palm Bay). This facility meets Americans with Disabilities Act (ADA) requirements. These meetings are open to the public and publically noticed. All interested parties with their name on the current mailing list (Attachment A) receive an invitation. All meetings have an agenda, and meeting minutes are prepared and maintained. Minutes and an upcoming



meeting agenda will be made available for review on the Coalition's website in the near future. A sample of a typical meeting agenda can be found in Attachment C. These meetings currently serve two purposes: (1) discussion of Board issues including process, financial/budget, grants, committee reports and status of the action plan; and, (2) update the community on the proceedings of the Coalition, discuss timely topics, volunteer activities, guest speakers and to receive comment from the community. A yearly events calendar has been developed in part to list all meetings and other ongoing activities targeted by the Coalition. This calendar is included in Attachment D.

B. Committee Meetings

The Coalition Board has established three working committees: sustainability, public relations and website. These committees meet on a regular basis and are tasked with addressing key Coalition issues. These meetings are noticed and open to the public.

C. Public Meetings

Public meetings are scheduled, as necessary, to present and implement the goals of the group, inform the public of project status, and receive public input to obtain community consensus and support. For significant issues, informational public meetings may be considered to collect additional input. These meetings are separate from regularly scheduled Coalition meetings. Public meetings require significant planning and preparation. The following list of items should be considered.

1. Date, Time and Location

Public meetings should be scheduled based on the audience to be attracted. Daytime meetings work well when focusing on the business community and evening meetings are usually preferred for residential areas. Evening meetings should be held on Monday through Thursday to facilitate maximum opportunity for the public to participate. An attempt should be made to ensure that the meeting is held during a time of year when seasonal residents are most likely to be in the area.

The meeting facility location should be based on anticipated attendance, proximity to the corridor, community involvement, safety (such as adequate parking lot lighting), availability and easy accessibility. The meeting should also be held at a site that is ADA compliant and provide "reasonable accommodation" and access for physically handicapped and disabled persons wishing to attend and participate. The meeting room should have ample open space to accommodate workstations, display boards, mingling, and some seating. A sound system should be available to ensure all attendees are able to clearly hear and understand the speaking portions of the meeting as well as any presentation. Outdoor signage should be provided to direct attendees to the meeting location.

2. Meeting Format

The format for a public meeting should be one that facilitates good interaction and communication with the attendees. A brief Power Point presentation may be developed; display boards and project documents regarding the Florida Scenic Highways Program process and status of the IRLNSB should be made available for review and discussion. Handouts should be provided outlining the meeting purpose and agenda as well as corridor specific information. Corridor brochures will be a valuable informational tool.

3. Visualization Techniques

Examples of visualization techniques include sketches, drawings, artist renderings, physical models and maps, simulated photos, videos, computer modelled manipulation and computer simulation. Visualization techniques can be developed to meet the public meeting need and information being presented.

4. Survey/Comment Forms

One way to monitor public support is to conduct an opinion survey for local residents and visitors. Questions may be asked such as: “What is your impression of the corridor?” or “Do you feel the corridor’s resources warrant recognition and protection?” Survey questionnaires may be developed and made available at the public meeting with additional space for personal comments. Survey questionnaires may also be mailed out with the invitational letters/newsletters. Always have a sign-in sheet for attendees. All participants should be added to the stakeholder database.

5. Follow-up

At the conclusion of the public meeting, meeting minutes should be prepared to document and summarize the community’s participation. The minutes should contain an account of the overall activities and techniques utilized to involve the local communities. Results of the public meeting should then be made available for public review (potentially on the Byway’s Website).

D. Information Exchange

The Coalition is currently updating its corridor informational brochure. The original version has been used for several years providing visitors with an understanding of the Byway resources. The updated brochure will be available for distribution in the summer of 2011.

Additionally, the Coalition is discussing the development of other Byway informational materials. The Sustainability committee is considering a number of options including; newsletters, issue-specific brochures, fact sheets, and methods for involving the news media. The distribution list for these materials is typically based on the stakeholder distribution list and the identification of other issue-specific interested parties. An example fact sheet is included in Attachment E.

E. Speakers Bureau

Board members are available to provide information to outside meetings and community gatherings. Arrangements and approval for the speaking engagements are coordinated and approved beforehand through the Coalition President. These gatherings are intended to be used to educate the community on the Coalition’s mission and recruit membership. Informational materials and sign-up sheets should be part of every presentation.

F. Website (<http://www.indianriverlagoonbyway.com>)

The Coalition recently went live with their corridor Website. Future additions to the site will include meeting announcements, meeting agendas, meeting minutes, corridor video, photos of events along the corridor, a downloadable resources itinerary, and interactive corridor map. The site is tied into the state-wide scenic highway and America’s Byways websites to provide far-reaching connections for the corridor.

Additionally, the Coalition maintains a social-networking site on Facebook. The web address and Facebook logo are included on all corridor materials.

G. Participation/Sponsorships of Community Events

The Coalition has recently developed an annual calendar designed in part to track upcoming community events that the Coalition is involved with (Attachment D). Additionally, the Coalition has developed a tracking tool that identifies events, volunteers, venues, times and other details (Attachment F). These community involvement tools will help the Coalition schedule/track events, volunteer time, and plan for event participation.

H. Newspaper/Press Coverage

Because of its regional nature and size, the IRLNSB has had some exposure to the media. The Coalition's goals outline the importance of media involvement (Goal 6). Contact information for selected local news media is listed below:

Florida Today
P.O. Box 419000
Melbourne, Florida 32941
(321) 242-3620
www.floridatoday.com

Hometown News
1102 South U.S. 1
Ft. Pierce, Florida 34950
(321) 242-1013
www.myhometownnews.net

Orlando Sentinel
633 North Orange Avenue
Orlando, Florida 32801
(407) 420-5411
www.orlandosentinel.com

Senior Life
7331 Office Park Place
Melbourne, Florida 32940
(321) 757-9205
<http://www.manta.com/c/mmc1wbb/senior-life>
Sebastian Sun
1939 South Federal Highway
Stuart, Florida 34994
(772) 461-2050
<http://www.tcpalm.com/news/news/local/sebastian-sun/>

I. Public Announcements/Press Releases

Press releases are an effective tool for getting immediate information out to the public on targeted and specific issues. Prior to public events, a press release may be prepared and submitted to local radio and television stations a minimum of one (1) week before each public event. Potential radio and television contacts are listed below:

WFIT – 89.5
Florida Tech College Radio
150 W. University Boulevard
Melbourne, Florida 32901
(321) 674-8080

WAOA – 107.1
12 Seaview Drive
Melbourne, Florida 32176
(321) 984-1000

WFTV Channel 9
490 East South Street
Orlando, Florida 32801
(407) 841-9000

WESH Channel 2
1021 North Wymore Road
Winter Park, Florida 32789
(407) 645-2222

WLRQ – 99.3
Lite Rock
Cocoa, Florida
(321) 733-1000

WCEE 93.1 FM
Melbourne, Florida

WKMG-TV Local 6
4466 North John Young Parkway
Orlando, Florida 32804
(407) 521-1323

WOFL Fox 35
35 Skyline Drive
Lake Mary, Florida 32746
(407) 644-3535

J. Newsletters/Fact Sheets

Newsletters and fact sheets are good ways to broadcast information regarding Coalition activities. The Sustainability committee is tasked with the development of corridor materials (Goal 6). The Coalition has developed a fact sheet for distribution (Attachment E). This will be a valuable tool for distribution to potential members, elected officials and the news media.

IV. Guiding Principals

Florida's Sunshine Law: All public participation activities and events will follow Florida's Sunshine Law (Section 286.011, Florida Statutes). This law requires that meetings must be open to the public, reasonable advance notice of the meetings must be given, and that meetings and/or other public involvement activities will be documented.

Plain Language: All forms of notification to the public should comply with the Governor Crist's Plain Language Initiative (Executive Order 07-01). The Executive Order requires clear language containing only necessary information presented in a logical sequence. The reader should be able to understand what the purpose and need of the project is. It also calls for short sentences written in the active voice which makes it clear as to who is responsible for what.

Americans with Disabilities Act (ADA) Compliance: The passage of the Americans with Disabilities Act of 1990 requires that all facilities and programs provide for accessibility to persons with disabilities. The ADA stipulates that any place of business, regardless of size or number of employees, both public and private, must provide equal access and "reasonable accommodations" for both the general and disabled public.

Florida Scenic Highways Program (FSHP): Follow all FSHP and other applicable FDOT Manual instructions for advertising and conducting public meetings.

V. Documentation

To maintain a historical perspective on all Coalition efforts it is imperative that the Board document all CPP activities. This can be accomplished through the retention of meeting agendas, minutes, contact logs, volunteer hours, and correspondence (including emails). Additionally, photos become a permanent record of Coalition events. It is the Secretary's responsibility to maintain and ensure that these documents are organized and accessible. A list of CPP accomplishments to date is included in Attachment G and will be continually maintained and updated.

VI. Project Contact Information

For additional information regarding this project contact the following support staff:

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ATTACHMENT A
CURRENT LIST OF STAKEHOLDERS

Indian River Lagoon National Scenic Byway Coalition

Last Name	First Name	E-mail Address	Organization Representing	Organization Type	Employer	Job Title	Address	City	State	Zip	Phone	Mobile	Fax	
Adams	Susan	susanadams@cityoffellsmere.org	The City of Fellsmere	City/County/State/Fed Agency		Councilwoman	21 S. Cypress Street	Fellsmere	FL	32948	772-571-1616		772-571-1901	
Balogh	Garry	garry.balogh@dot.state.fl.us	FDOT District 5	FDOT	FDOT	District Scenic Byways Coordinator	719 S. Woodland Blvd. MS 501	Deland	FL	32720	386-943-5393	386-405-2250	386-736-5456	
Barker	Courtney	courtney.barker@titusville.com												
Berrios	Mariano	mariano.berrios@dot.state.fl.us	Florida Department of Transportation	FDOT										
Brech	Alan	aebrech@aol.com	Historical Commission	City/County/State/Fed Agency		Historical Commissioner	801 Dixon Blvd #1110	Cocoa	FL	32922	321-433-4415			
Bolt	Becky	rebeccabolt-1@ksc.nasa.gov	NASA/KSC	City/County/State/Fed Agency										
Booth	Kristee	Kristee.Booth@dot.state.fl.us	FDOT	Advisor/Consultant										
Bowman	Mary Ann	mabowman@melbourneflorida.org	City of Melbourne	Leisure Services Director										
Caicedo	Beatriz	beatriz.caicedo@dot.state.fl.us	FDOT District 4	FDOT										
Cantrell	Marsha	marsha.cantrell@brevardparks.com	Brevard County Parks & Recreation Dept. & Brevard County Board of County Commissioners	City/County/State/Fed Agency	Brevard County Board of Co. Commissioners	Parks Support Services Manager	2725 Judge Fran Jamieson Way, Building B, Suite 203	Viera	FL	32940	321-633-2046	321-302-1606	321-633-2198	
Capp Holbrook	Nicole	info@sebastianchamber.com	Sebastian River Area Chamber of Commerce	Chamber of Commerce	Sebastian River Area Chamber of Commerce	Tourism Coordinator	700 Main Street	Sebastian	FL	32958	772-589-5969		772-589-5993	
Chalmers	Stephen	schalmers@cfl.rr.com	Citizen-MRC Board Member		Ret. Boeing		2160 Windbrook Dr., SE	Palm Bay	FL	32909	321-724-6606	321-795-9008	321-724-6606	
Chinault	Christopher	cchinault@indialantic.com	Town of Indialantic	City/County/State/Fed Agency										
Dattilo-Bain	Keitha	Keitha.Dattilo-Bain@patrick.af.mil		Military										
Davis	JoAnn	jo.d@imavi.com	IM Solutions/Melbourne Main Street		IM Solutions		2801 S. Harbor City Blvd.	Melbourne	FL	32901	321-722-3522	321-626-5929	321-722-5822	
Day	Bob	rday@sjrwmd.com	SJRWMD/IRL Program	City/County/State/Fed Agency										
Dotson	Gary	castawaypoint@att.net	Castaways Diver	Business/Corporation										
Duncan	Mary	mary_duncan@fws.gov	Pelican Islad NWR	City/County/State/Fed Agency			1339 20th Street	Vero Beach	FL			636-212-1087		
Engerran	Kathy	kathy.engerran@artsbrevard.org	Brevard Cultural Alliance			Interim Executive Director	2725 Judge Fran Jamieson Way C-307	Viera	FL	32940	321-690-6817		321-690-6818	
Filiberto	Chris	ladyret1@aol.com					2330 Rocky Point Road	Malabar	FL	32950	321-508-1116			
Fink	Robert	robert.finck@atkinsglobal.com	Atkins North America, Inc.			Senior Planner	4030 West Boy Scout Blvd #700	Tampa	FL	33607	813-281-8313	941-447-9271	813-282-8155	
Fischer	Christy	cfischer@westmelbourne.org	City of West Melbourne	City/County/State/Fed Agency		Planning Director	2240 Minton Road	W Melb.	FL		321-837-7778		321-768-2390	
Ford	Timothy	fordt@palmbayflorida.org	City of Palm Bay Bayfront Community Redevelopment Agency	City/County/State/Fed Agency	City of Palm Bay	BCRA Administrator	3790 Dixie Highway, NE, Suite B	Palm Bay	FL	32905	321-409-7187	321-508-4508	321-722-2552	
Gaines	Sue	sue.gaines-1@ksc.nasa.gov	NASA/KSC	City/County/State/Fed Agency										
Gray	James	jgray@ircgov.com		City/County/State/Fed Agency										
Grohall	Rebecca	rgrohall@cityofsebastian.org	City of Sebastian	City/County/State/Fed Agency	City of Sebastian	Growth Management Director	1225 Main Street	Sebastian	FL	32958	772-589-5518		772-388-8248	
Hamilton	Layne	layne_hamilton@fws.gov	US Fish & Wildlife Service (MI Wildlife Refuge)	City/County/State/Fed Agency	US Fish & Wildlife Service						321-861-2278			
Hann	Sue	hanns@pbfl.org	City of Palm Bay	City/County/State/Fed Agency	City of Palm Bay	Deputy City Manager	120 Malabar Road SE	Palm Bay	FL	32940	321-952-3411		321-952-3412	
Henry	Celeste	rhenry8@cfl.rr.com	Pineapple Ave. Extension	Business/Corporation	The Old Pineapple Inn	Owner	1736 Pineapple Avenue	Melbourne	FL	32935	321-254-1347	321-432-2208		
Herendeen	Lisa	lherendeen@cfl.rr.com	Melbourne Main Street Design Committee & Self		Coville Getz & Co.	Realtor	1309 S. Babcock Street #156	Melbourne	FL	32901		321-863-4424	866-504-9071	
Herren	Laura	laura.herren@dep.state.fl.us	IRL Aquatic Preserve	City/County/State/Fed Agency	DEP						772-429-2995	772-528-0387		
Hess	Terry	thess@tcrpc.org	Treasure Coast Regional Planning Council	Regional Planning Agency										
Holt	Leigh	leigh.holt@brevardcounty.us	Brevard TPO				2725 Judge Fran Jamieson Way B-105	Viera	FL	32940				
Howard	Joe	howard.tom48@yahoo.com				Radio Announcer for Windover Farms					321-259-4086			
Hunt	Darlene	dhunt125@aol.com	North Merritt Island Homeowners Association	Property Owner/Resident or Association										
Hunt	Susan	tourism@indianriverchamber.com	Indian River County Chamber of Commerce	Chamber of Commerce	Indian River County Chamber of Commerce	Tourism Director	P.O. Box 2947	Vero Beach	FL	32961	772-567-3491 x118		772-778-3181	

Indian River Lagoon National Scenic Byway Coalition

Kasweck	Ken	kikmcl@earthlink.net												
Kelly	Mary Jane	mikelly@cultural-council.org		Arts Council										
Kerr	Bill	BKI@cfl.rr.com												
Kidd	Frances	franceskidd@aol.com	Corridor Solutions											
Koromilas	Anthony	akoromilas@aol.com	Titusville Environmental Commission	Environmental Group	Retired	Environmental Systems Mgt. Consultant	3640 Alan Drive	Titusville	FL	32780				
Lamb	Vince	vince@vincelamb.com	The Florida Native Plant Society											
Lawandales	Rochelle	rwlawandales@lpaplans.com	Lawandales Planning Associates	Business/Corporation										
Leslie	Frank	fleslie@fit.edu	Sierra Club, Trail Partners	Environmental Group										
Maloney	Wanda	wmaloney@corridorsolutions.net	Corridor Solutions	Advisor/Consultant										
Manley	Dan	dmanley@glatting.com	Glatting Jackson	Consultant										
Mathes	Mark	cdd@cityoffellsmere.org	City of Fellsmere	City/County/State/Fed Agency							772-646-631			
McMillen	Beth	council@mrclrl.org	Marine Resources Council								321-725-7775			
Minner	Al	aminner@cityofsebastian.org	City of Sebastian	City/County/State/Fed Agency										
Mitchell	Beth	bmitchell@sebastianchamber.com	Sebastian River Area Chamber of Commerce	Chamber of Commerce										
Mitchell	Nanci	nanci.mitchell@brevardparks.com	Brevard County Parks & Recreation	City/County/State/Fed Agency			2725 Judge Fran Jamieson Way B-203	Viera	FL	32940	321-633-2046			
Montanaro	Barbara	bmontanaro@satellitebeach.org												
Moore	Betty	moore2552@wmconnect.com	Eau Gallie District Director				2552 Pineapple Ave.	Melbourne	FL	32935	321-205-3389			
Moore	Britta	bmoore@cityofcocoabeach.com	City of Cocoa Beach	City/County/State/Fed Agency	City of Cocoa Beach	Asst. to City Manager					321-868-3201		321-868-3226	
Northrup	Victoria	VNorthrup@GreaterPalmBayChamber.com	The Greater Palm Bay Chamber of Commerce			President/CEO	4100 Dixie Highway	Palm Bay	FL	32905	321-951-9990		888-528-0453	
Nichols	Trish	trishnichols10@yahoo.com	Melbourne Downtown CRA								321-728-1069			
Palacios	John-Mark	John-Mark.Palacios@dot.state.fl.us	FDOT District 4 Scenic Highway Coordinator	City/County/State/Fed Agency										
Palozzi	Michael	michael.palozzi@shawgrp.com	Shaw Environmental & Infrastructure Group	Consultant	Shaw Environmental & Infrastructure Group	Client Program Manager	725 US Highway 301, South	Tampa	FL	33619	813-612-3621	727-515-7619	813-626-1663	
Pelizza	Charlie	Charlie_Pelizza@fws.gov	Pelican Island/Archie Carr NWR	City/County/State/Fed Agency	US Fish & Wildlife Service									
Pickett	Lynn	floylynn@aol.com	Cocoa	City/County/State/Fed Agency										
Porter	John	johnp@porterworldtrade.com	AIA Livability Project/KBB Chair	City/County/State/Fed Agency							321-615-8155			
Saam	Tom	tom@saams.com	MRC	Environmental Group										
Smith	Brad	bsmith@bsaplanning-design.com	American Society of Landscape Architects	Business/Corporation	Brad Smith Associates, Inc.	President	P.O. Box 120938	W. Melbourne	FL	32912-0938	321-724-1036 x102			
Smithson	Martin	msmithson@sitd.us	Sebastian Inlet District	City/County/State/Fed Agency										
Stanbridge	Ruth	stanbr@aol.com		Property Owner/Resident or Association										
Stansfield	Jerry	jstansfield@cityofcocoabeach.com	City of Cocoa Beach	City/County/State/Fed Agency	City of Cocoa Beach	Grant Writer	2 South Orlando Ave.	Cocoa Beach	FL	32931	321-868-3329	321-302-2577	321-868-3289	
Stillwagon	Richard	richard.stillwagon@titusville.com ; stlwgn@att.net	City of Titusville	City/County/State/Fed Agency	City of Titusville	Special Projects Coordinator	555 S. Washington Ave.	Titusville	FL	32796	321-383-5699	321-258-1878	321-383-5704	
Subido-Person	Kalina	ksubido@aol.com	Space Coast Office of Tourism	CVB	Space Coast Office of Tourism	International Sales & Marketing Director	2725 Judge Fran Jamieson Way, Building B, Suite 105	Viera	FL	32940	1-877-57-BEACH			
Thomaston	Sueann	sthomaston@melbourneflorida.org	City of Melbourne	City/County/State/Fed Agency	City of Melbourne	Grants Administrator	695 East University Blvd.	Melbourne	FL	32901	321-953-6305		321-674-5738	
Thompson	Laurilee	laurileethompson@aol.com	Dixie Crossroads Seafood Restaurant		Dixie Crossroads Seafood Restaurant		1475 Garden Street	Titusville	FL	32796	321-268-5000		321-268-3933	
Varley	Rob	rvhowdy@aol.com	Space Coast Office of Tourism	CVB	Space Coast Office of Tourism	Executive Director	430 Brevard Avenue, Suite #150	Cocoa Village	FL	32922	321-433-4470		321-433-4476	
Virgilio	Marc	marc.virgilio@dep.state.fl.us	DEP - CAMA								321-953-5008			
Whitmore	Dorn	dorn_whitmore@fws.gov	Merritt Island NWR	National Wildlife Refuge										

ATTACHMENT B
LIST OF POTENTIAL STAKEHOLDERS

Attachment B
Indian River Lagoon National Scenic Byway
Potential Stakeholders

Organization	Address 1	Address 2	Contact	Phone	Email	Web	CME Point Person
South Brevard Historical Society	PO Box 1064	Melbourne FL 32902-1064	Carol Andren & Diane Barile, Co-Presidents	321-725-4115		http://southbrevardhistory.org/	
Historical Society of North Brevard	P.O. Box 5265	301 South Washington Avenue, Titusville, FL 32783	Edmund M. Kindle, President	(321) 269-3658		http://www.nbbd.com/godo/historicalsociety	
Brevard Cultural Alliance	2725 Judge Fran Jamieson Way	Melbourne, FL 32940		(321) 690-6817		www.artsbrevard.org	
Pelican Island Preservation Society	PO Box 1903	Sebastian, Florida 32978-1	Steve Massey, President	772-469-4275	info@pelicanislandfriend		
Indian River Outfitters, Inc	805 Indian River Dr	Sebastian, FL 32958	Debi Smith		info@indianriverfishing.com		
Space Coast Paddlers Club		Melbourne		321-633-0701		www.spacecoastpaddlers.org	
Indian River County Historical Society	P.O. Box 2192	Vero Beach, FL 32961	Ruth Stanbridge, County Historian			www.irchistorical.org	
Garden Club of Indian River County	2526 17th Avenue	Vero Beach Florida 32960	Betty Moore	772-567-4602		http://www.gardenclubofirc.org/	
Brevard County Extension Office	3695 Lake Drive	Cocoa, FL 32926	Holly Abeels	(321) 633-1702	habeels@ufl.edu		
Indian River County Extension	1028 20 Place, Suite D	Vero Beach, Florida 32960-5305	Christine Kelly-Begazo	(772) 770-5030	indian@ifas.ufl.edu	http://indian.ifas.ufl.edu/	
Merritt Island National Wildlife Refuge	P.O. Box 2683	Titusville FL 32781	Layne Hamilton, Program Manager	(321) 861-0667		http://www.fws.gov/merrittisland/Contact.html	
City of Melbourne Beach	507 Ocean Avenue	Melbourne, FI32948-6714	Bill Hoskovec, Town Manager	321-724-5860	bhoskovec@melbournebeachfl.org	http://www.melbournebeachfl.org	
City of Rockledge - Business Development Committee	1600 Huntington Ln	Rockledge, FL 32955	City Manager McKnight	(321) 690-3978	mailto:jmcknight@cityofrockledge.org	http://www.cityofrockledge.org	
Canaveral National Seashore	212 South Washington Avenue	Titusville, FL		321 267 1110		www.nps.gov/cana	
Florida Wildflower Foundation	PO Box 941066	Maitland, FL 32794-1066		407-353-6164		www.floridawildflowerfoundation.org	
Holbrook Travel				(800) 451-7111		www.holbrooktravel.com	
Merritt Island Wildlife Association	P.O. Box 2683	Titusville, FL 32781		321-861-2377		www.merrittislandwildlifeassociation.org	
Space Coast Audubon Society	P.O. Box 147	Cocoa, FL 32923	Deborah Longman-Marien		deblongmanmarien@yahoo.com	www.spacecoastaudubon.org	
Titusville Visitors Council	2000 S. Washington Avenue	Titusville, FL 32780		(321) 267-3036		http://www.titusville.org/	

ATTACHMENT C
SAMPLE MEETING AGENDA



Indian River Lagoon National Scenic Byway Coalition Meeting

Location: _____
Date and Time: _____

AGENDA

I. Call to Order

A. Introduction of Guests

II. Approval of Minutes (from the last Coalition meeting)

III. Old Business

A. Committee Reports

- 1. Sustainability Committee Report**
- 2. Website Committee Report**
- 3. Public Relations Committee Report**

B. Treasurer's Report

- 1. Review Yearly Budget**

C. Accreditation Status Report

D. Elected Officials Comment

E. 501c3 Designation Status Report

F. Review Work Plan

IV. New Business

A. Fund Raising efforts

B. Local Festival Plans / Calendar of Events

C. Public Comment

V. Adjournment

The next regular meeting of the IRLNSB Coalition will be held on (add date and location w/address).

Please note that individual commissioners and/or other appointed or elected officers of municipalities and counties may attend these meetings. This is not an official meeting of the Board of County Commissioners or of any other municipality. This notice is being provided to meet the spirit of the Sunshine Law to inform the public that commissioners may be present at these discussions.

ATTACHMENT D
YEARLY COALITION CALENDAR



January 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 Board of Directors Meeting, 10 a.m.	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



February 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Board of Directors Meeting, 10 a.m.	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



March 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Board of Directors Meeting, 10 a.m.	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



April 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7 Board of Directors Meeting, 10 a.m.	8	9
10	11	12	13	14	15	16 North Brevard Historical Society & Museum BBQ – 11-4
17	18	19	20	21	22	23
24	25	26	27	28	29	30



May 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Space Coast Water Festival – Various locations during the month of May	2	3	4	5 Sustainability Committee meeting, 11 a.m. – Dixie Crossroads in Titusville	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 Hook Kids on Fishing Program – Kiwanis Island Park in Satellite Beach
22	23	24	25	26	27	28
29	30	31				



June 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Board of Directors Meeting, 10 a.m.	3	4
5	6	7	8 FSHP Workshop St. Augustine	9 FSHP Workshop St. Augustine	10 FSHP Workshop St. Augustine	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Board of Directors Meeting, 10 a.m. (Special meeting to discuss brochure)	29	30 Deadline to apply for booth at the Sebastian Clambake		



July 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Sustainability Committee meeting	26	27	28	29	30
31						



August 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Indian River Tourism Council Presentation	2	3	4 Board of Directors Meeting, 10 a.m.	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21 National Scenic Byways Conference – Minneapolis, MN.	22 National Scenic Byways Conference – Minneapolis, MN.	23 National Scenic Byways Conference – Minneapolis, MN.	24 Brevard County TDC Board meeting, 2:30 p.m. – Government Center Florida room	25	26	27
28	29 Sustainability Committee meeting	30	31			



September 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Board of Directors Meeting, 10 a.m.	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 Brevard County TDC Board meeting, 2:30 p.m. – Government Center Florida room	22	23 Florida Scenic Highways Program end of the year report due	24
25	26	27	28	29	30	



October 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Brevard Cultural Alliance: "Fall for the Arts"
2	3	4	5	6 Board of Directors Meeting, 10 a.m.	7	8
9	10	11	12	13	14 Eau Gallie Art's District First Friday	15
16	17	18	19	20	21	22
23	24	25	26 Brevard County TDC Board meeting, 2:30 p.m. – Government Center Florida room	27	28 Space Coast Birding Festival registration deadline	29
30	31					



November 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Board of Directors Meeting, 10 a.m.	4 Sebastian Clambake	5 Sebastian Clambake
6	7	8	9	10	11	12
13	14	15	16 Brevard County TDC Board meeting, 2:30 p.m. – Government Center Florida room	17 Grant Seafood Festival vendor application deadline	18	19
20	21	22	23	24	25	26
27	28	29	30			



December 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Board of Directors Annual Meeting, 10 a.m.	2	3
4	5	6	7	8	9	10
11	12	13	14 Brevard County TDC Board meeting, 2:30 p.m. – location TBD	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

ATTACHMENT E

FACT SHEET

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 Moorehead 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.
- ◇ 2001 – 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. Additionally, with support from FDOT and the City of Fellsmere, the Coalition was designated as a Florida not-for-profit corporation: the Indian River Lagoon National Scenic Byway Coalition, Inc. The Coalition is currently seeking approval as a federal 501(c)(3) organization.

Goals for 2011

- ◇ Update the Corridor Master Plan.
- ◇ Achieve Level 1 Accreditation through the Achieving Excellence Program.
- ◇ Achieve 501(c)(3) tax exempt status.
- ◇ 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.

Richard Stillwagon, President

Phone: (321) 383-5699

Email:

richard.stillwagon@titusville.com



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 delicate expanses of 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 Lagoon House



www.indianriverlagoonbyway.com



ATTACHMENT F

EVENT TRACKING TOOL

Attachment F
Indian River Lagoon National Scenic Byway
Event Tracking

Groups & Organizations

	Group/Organization	Organization Contact Person	Meeting Date(s)/Time	CME Contact	Date IRLNSB Scheduled to Attend	Follow-up Type	Follow-up Complete	Number of New Contacts (estimate)	Comments
1	Brevard County TDC	Rob Varley, Executive Director	August 24, 2011 (Target)	Marsha Cantrell	To be confirmed	Contact for meeting availability	1-Aug-11		Reintroduction of IRLNSB to Brevard TDC.
2	Indian River Tourism Council	Terry Collins-Lister	Aug-11	Beth Mitchell	Fall 2011 (to be confirmed)	Contact for meeting availability	1-Aug-11		Fall 2011
3	City of Fellsmere	N/a							
4	City of Sebastian	N/a							
5	Indian River County Chamber of Commerce	N/a							
6	South Brevard Historical Society	N/a							
7	Pelican Island Preservation Society	N/a							
8	Indian River County Historical Society	N/a							
9	Garden Club of Indian River County	N/a							
10	Cocoa Beach Area Chamber of Commerce	N/a							
11	Florida's Space Coast Office of Tourism	N/a							
12	Greater Palm Bay Chamber of Commerce	N/a							
13	Melbourne/Palm Bay Area Chamber of Commerce	N/a							
14	Titusville Area Chamber of Commerce	N/a							
15	Florida Puerto Rican/Hispanic Chamber of Commerce	N/a							

Festivals & Events

	Festival/Event	Event Contact Person	Date	Location	Contact Phone	Contact Email	CME Attending	Follow-up Type	CME Point Person
1	Grant Seafood Festival	N/A	2/1/2012	Grant, FL	321-723-8687	info@grantseafoodfestival.com	TBD	Contact festival sponsor for participation requirements	Nicole Holbrook
2	Sebastian Clambake	Anjani Cirillo	11/4/2011	Sebastian, FL	772-473-4144	sebastianclambake@hotmail.com	TBD	Contact festival sponsor for participation requirements	Nicole Holbrook
3	Space Coast Birding & Wildlife Festival	Neta, Harris	1/25/2012	Titusville, FL	321-268-5224	festival@brevardnaturealliance.org	TBD	Contact festival sponsor for participation requirements	Richard Stillwagon
4	Pelican Island Wildlife Festival								
5	Eau Gallie Art's District First Friday		10/14/2011						Celeste Henry
7	North Brevard Historical Society & Museum		4/16/2011 (11am to 4pm)	Fox Lake Park, Titusville	321-514-0096	emkindle@bellsouth.net			Afternoon in the Park & BBQ
8	Brevard Cultural Alliance: "Fall for the Arts"	Kathy Engerran	10/1/2011	Eau Gallie	321-690-6817	kathy.engerran@artsbrevard.org			
9	Space Coast Water Fest	Matt Culver, Brevard Co. Natural resources	Month of May	Various in Brevard		matt.culver@brevardcounty.com			
10	Hook a Kid on Fishing	Rodney Smith	Various dates		321-446-8240	rodney@coastalanglermagazine.com			

Coalition targets for 2011/2012

ATTACHMENT G
LIST OF ACCOMPLISHMENTS



List of Accomplishments

- Designated a Florida Scenic Highway in 2000
- Designated a National Scenic Byway in 2002
- Rehabilitation of the historic Melbourne Beach Pier
- Construction of the Lagoon House Environmental Learning Center
- Removal of 217 acres of invasive species from the Lagoon
- Land acquisition in Palm Bay to protect scenic vista of river
- New website at: www.IndianRiverLagoonByway.com
- Extension of Byway to Fellsmere and Pineapple Avenue
- State of Florida Corporation
- Designated as a tax exempt not-for-profit organization under section 501(c)(3) of the IRS Code – August 2011



Benefits of Scenic Byway Designation

- Economic Development
- Promotes Tourism – State, National, International Marketing
- Resource Protection and Enhancement
- Community Planning
- Community Involvement
- Grant Opportunities

**BYLAWS OF THE
INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION, INC.**

ARTICLE I - ORGANIZATION

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

ARTICLE II - PURPOSES

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

- A. The Coalition is organized exclusively for charitable, educational, science and public service purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.
- B. The general purpose of the Coalition is to preserve, protect, and enhance the intrinsic resources of the Indian River Lagoon National Scenic Byway (hereafter referred to as “the Byway”) and to promote public access to and enjoyment of these resources.
- C. The specific purpose of the Coalition is to monitor, implement, and update the plans, strategies, and programs included in the Corridor Management Plan and all subsequent plans developed and adopted.
- D. No part of the net earnings of the organization shall inure to the benefit of, or be distributed to its members, trustees, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distribution in furtherance of the purposes set forth in the purpose clause hereof. No substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the organization shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the organization shall not carry on any other purposes not permitted to be carried on (a) by an organization exempt from federal tax under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code or corresponding section of any future federal tax code.
- E. The Coalition through its Board of Directors and Officers shall have all the powers which may be provided under law as the Corridor Management Entity of the Byway.

ARTICLE III - MEMBERSHIP

- A. There shall be four classes of membership. Additional classes of membership may be created by majority vote at a duly noticed meeting.
 - 1. Governmental agency appointees: Government agencies with an interest in the Byway are entitled to appoint one voting member and an alternate. Agencies desiring to appoint a member should submit a letter or resolution of commitment to support the aims of the coalition and the name of the member.
 - 2. Organizational appointees: Businesses or not-for-profit organizations which file a resolution or letter of intent to support the purposes of the Coalition and the Byway shall be entitled to appoint one member and one or more alternates. Each agency electing to designate a representative shall be entitled to only one vote.
 - 3. Agency and organizational appointees serve at the pleasure of their respective organizations and may be replaced at any time the agency or organization so notifies the Board of Directors. If the agency or organization withdraws from support of the Coalition or is discontinued, the membership is vacated.
 - 4. General memberships: Individuals who wish to support the purposes of the Coalition and the Byway and to participate in its activities may register with the Coalition and be notified of meetings and activities.
- B. Termination of membership: Any member found by the Board of Directors to be in violation of the prohibitions against partisan politics or conflict of interest shall be terminated. Members who are found by the Board of Directors to be acting against the purposes of the Coalition may be terminated. Failure to attend less than three meetings a year may constitute reason to terminate active membership.

ARTICLE IV - MEETINGS

- A. Regular meetings shall be held at times and places to be publicly noticed by the Secretary or his or her designee. The annual membership meeting shall be held in the fourth quarter of the calendar year at a time and place to be publicly noticed. The Secretary shall notify, by mail, electronic mail, or telephone, every voting member in good standing at the address registered with the Coalition at least seven days prior to the annual meeting date.
- B. Special meetings of the membership may be called for such time and purpose as the President may deem necessary upon reasonable notice. A special meeting may be called upon written request of a majority of the members of the Board of Directors. Notice of a special meeting should be sent in the manner as for the annual meeting and should specify the topic or topics to be considered.
- C. A quorum shall consist of those members present at a duly noticed meeting.
- D. At all meetings, except for the election of officers and directors, all votes shall be by voice or by show of hands. If a majority of those present so desire, a vote may be by ballot.

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

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

ARTICLE V - BOARD OF DIRECTORS

A. General:

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

Section 1. Composition of the Board

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

Section 2. Selection and Election of Directors

A. Nominating Committee.

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

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

B. Publicity of Nominations.

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

C. Additional nominations may be made at the annual membership meeting.

D. Voting Procedures:

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

Section 3. Seating of New Directors

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

Section 4. Removal from Board

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

Section 5. Vacancies

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

Section 6. Policy

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

Section 7. Staff

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

ARTICLE VI - OFFICERS

Section 1. Officers of the Coalition are:

President of the Board of Directors – Richard Stillwagon
Vice President – Tim Ford
Secretary – Marsha Cantrell
Treasurer – Nicole Capp Holbrook

Section 2. Duties of Officers

A. President of the Board

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

B. Vice President

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

C. Secretary

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

D. Treasurer

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

Section 3. Compensation

The members of the Board shall serve without compensation. No part of the earnings of the organization shall inure to the benefit of, or be distributable to its members, trustees, officers or other private persons; however, the members may be entitled to receive reasonable reimbursement fees for expenses incurred in carrying out the purposes of the Coalition. No reimbursement may be made without the prior consent of the Board.

ARTICLE VII - COMMITTEES

Section 1. Appointment and Authority

- A. The President of the Board, with the approval of the Board, shall appoint all committees and committee chairmen. The President may appoint such ad hoc committees and their chairmen as deemed necessary to carry out the program of the Coalition. Committee appointments shall be at the will and pleasure of the President of the Board, unless a different term is approved by the Board of Directors.
- B. It shall be the function of the committees to make investigations, conduct studies and hearings, and present their findings to the Board of Directors and to carry on such activities as may be delegated to them by the Board in order to carry out a purpose of the Coalition.

Section 2. Limitation of Authority

- A. No action by any member, committee, division, employee, director or officer shall be binding upon, or constitute an expression of, the policy of the Coalition until it shall have been approved or ratified by the Board of Directors.
- B. Committees shall be discharged by the President when their work has been completed and their reports accepted, or when, in the opinion of the Board of Directors, it is deemed wise to discontinue the committee.
- C. No committee member may make statements on behalf of, or commit the Coalition to any action without the prior approval or ratification of the Board of Directors

ARTICLE VIII - FINANCES

Section 1. Funds

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

Section 2. Disbursements

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

Section 3. Fiscal Year

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

Section 4. Budget

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

Section 5. Annual Review

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

Section 6. Disposition of Assets

Upon the dissolution of the organization, assets shall be distributed for one or more exempt purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not disposed of shall be disposed of by the Court of Common Pleas of the county in which the principle office of the organization is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purpose.

ARTICLE IX - GENERAL REQUIREMENTS

Section 1. Non-Discrimination

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

Section 2. Partisan Politics

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

Section 3. Conflict of Interest

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

Section 4. Sunshine Law

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

Section 5. Indemnification

The Coalition may, by resolution of the Board of Directors, provide for indemnification by the Coalition of any and all current or former officers, directors and employees against expenses actually and necessarily incurred by them or imposed upon them in connection with the defense of any action, suit, or proceeding in which they or any of them are made parties, or a party, by reason of having been officers, directors, or employees of the Coalition, except in relation to matters as to which such individuals shall be adjudged in such action, suit or proceeding to be liable for negligence or misconduct in the performance of duty and to such matters as shall be settled by agreement predicated on the existence of such liability for negligence or misconduct. The foregoing shall be in addition to all other rights and remedies available to the individual.

ARTICLE X -AMENDMENTS TO THE BYLAWS

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

ADOPTED:

We, the undersigned as President and Secretary of the Corridor Management Entity, hereby certify that the foregoing bylaws were duly adopted by the Indian River Lagoon National Scenic Byway Coalition at a meeting duly called and held on the 1st day of December, 2011.

By: 
President

Attest: 
Secretary

State of Florida

Department of State

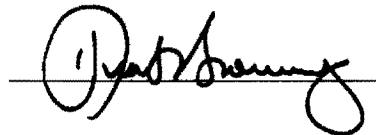
I certify from the records of this office that INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION, INC. is a corporation organized under the laws of the State of Florida, filed on August 9, 2010.

The document number of this corporation is N10000007610.

I further certify that said corporation has paid all fees due this office through December 31, 2011, that its most recent annual report was filed on November 14, 2011, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the Great Seal of
Florida, at Tallahassee, the Capital, this the
Fourteenth day of November, 2011*



Secretary of State



Authentication ID: 300214268843-111411-N10000007610

To authenticate this certificate, visit the following site, enter this ID, and then follow the instructions displayed.

<https://efile.sunbiz.org/certauthver.html>



FLORIDA DEPARTMENT OF STATE
Division of Corporations

August 12, 2010

RICHARD STILLWAGON, SPECIAL PROJECTS COORDINATOR
CITY OF TITUSVILLE, FL
555 SOUTH WASHINGTON AVENUE
TITUSVILLE, FL 32796

The Articles of Incorporation for INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION, INC. were filed on August 9, 2010 and assigned document number N10000007610. Please refer to this number whenever corresponding with this office regarding the above corporation.

The certification you requested is enclosed.

PLEASE NOTE: Compliance with the following procedures is essential to maintaining your corporate status. Failure to do so may result in dissolution of your corporation.

To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the filed date or effective date indicated above. If the annual report is not filed by May 1st, a \$400 late fee will be added. **It is your responsibility to remember to file your annual report in a timely manner.** A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Contact the IRS at 1-800-829-4933 for an SS-4 form or go to www.irs.gov.

Should your corporate mailing address change, you must notify this office in writing, to insure important mailings such as the annual report notices reach you.

Should you have any questions regarding corporations, please contact this office at (850) 245-6901.

Pamela Smith, Regulatory Specialist II
New Filing Section

Letter Number: 310A00019426

www.sunbiz.org

Division of Corporations - P.O. BOX 6327 -Tallahassee, Florida 32314

State of Florida



Department of State

I certify the attached is a true and correct copy of the Articles of Incorporation of INDIAN RIVER LAGOON NATIONAL SCENIC BYWAY COALITION, INC., a Florida corporation, filed on August 9, 2010, as shown by the records of this office.

The document number of this corporation is N10000007610.



CR2E022 (01-07)

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Twelfth day of August, 2010


Dawn K. Roberts
Secretary of State

COPY



Indian River Lagoon National
Scenic Byway Coalition, Inc.

Articles of Incorporation

Adopted June, 2010

A State and National designated scenic highway

APPROVED
AND
FILED

INDIAN RIVER LAGOON NATIONAL
SCENIC BYWAY COALITION, INC.

10 AUG -9 PM 1:51

ARTICLES OF INCORPORATION

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

We, the undersigned, hereby associate ourselves together for the purposes of becoming incorporated under Chapter 617 of the laws of the State of Florida as a not-for-profit corporation under the following charter:

Article I – Corporation Name

- 1.1 The name of the Corporation shall be the Indian River Lagoon National Scenic Byway Coalition, Inc. (Coalition). The principal office location and mailing address shall be: c/o Marine Resources Council of East Florida, 3275 Dixie Highway, Northeast, Palm Bay, Florida 32905-2511.

Article II – Duration

- 2.1 The duration for which this corporation shall exist shall be perpetual, unless sooner dissolved according to law.

Article III – Purpose of Corporation

- 3.1 The purposes for which the corporation is organized are as follows:
- (a) This Corporation is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.
 - (b) No part of the net earnings of the organization shall inure to the benefit of, or be distributed to its members, trustees, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distribution in furtherance of the purposes set forth in the purpose clause hereof. No substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the organization shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the organization shall not carry on any other purposes not permitted to be carried on (a) by an organization exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future federal tax code.

- (c) More specifically it is to:
 - 1. Further the goals and objectives of the Coalition's Corridor Management Plan.
 - 2. Act as the Corridor Management Entity (CME) and to assist and cooperate with local, state and federal agencies, adjacent property owners and other organizations with an interest in promoting, maintaining and developing the intrinsic qualities of the corridor in a manner consistent with the State of Florida Scenic Highway Program and the National Scenic Byway Program.
 - 3. Actively solicit and otherwise secure and accept gifts, grants, legacies and devises of real property, money and or other items of value to be used directly or indirectly in the furtherance of the purposes outlined in this article.
 - 4. Actively generate broad public support and community interest in the corridor.
 - 5. Carry on such other activities as may be incidental to, or will assist in the accomplishment of the purposes set forth above.

Article IV - Members

- 4.1 There shall be four classes of membership. Additional classes of membership may be created by majority vote at a duly noticed meeting.
 - (a) Governmental agency appointees: Government agencies with an interest in the Byway are entitled to appoint one voting member and an alternate.
 - (b) Organizational appointees: Businesses or not-for-profit organizations which file a resolution or letter of intent to support the purposes of the Coalition and the Byway shall be entitled to appoint one member and one or more alternates.
 - (c) Agency and organizational appointees serve at the pleasure of their respective organizations and may be replaced at any time the agency or organization so notifies the Board of Directors.
 - (d) General memberships: Individuals who wish to support the purposes of the Coalition and the Byway and to participate in its activities may register with the Coalition and be notified of meetings and activities.
- 4.2 Members, trustees and officers shall not, individually or personally, be liable for the debts or obligations of the Corporation.

Article V – Members Recognition

- 5.1 The Coalition shall issue no stock for membership; however, it may issue certificates of membership if deemed necessary or appropriate by the Board.

Article VI – Non-Profit Organization

- 6.1 No part of any earnings of the Coalition, or in the name of the Coalition shall inure to the benefit of any member, trustee or officer of the Corporation; and no member, trustee or officer of the Coalition or any private individual shall be entitled to share in the distribution of any of the corporate assets on dissolution or liquidation of the Coalition.

- 6.2 No substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the organization shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding, any other provision of this document, the organization shall not carry on any other purposes not permitted to be carried on (a) by an organization exempt from federal tax under Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under Section 170(c)(2) of the Internal Revenue Code or corresponding section of any future federal tax code.
- 6.3 Upon the dissolution of the organization, assets shall be distributed for one or more exempt purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not disposed of shall be disposed of by the Court of Common Pleas of the county in which the principle office of the organization is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purpose.

Article VII – Powers, Duties and Limitations

- 7.1 The Coalition shall be organized as a publically-supported charitable foundation.
- 7.2 Notwithstanding any other provision of this certificate, the Bylaws of the Corporation or other governing document, the Corporation shall not conduct or carry on any activities not permitted to be conducted or carried on by any organization exempt under Section 501(c)(3) of the Internal Revenue Code and its regulations as they now exist or as they may hereinafter be amended, or by any organization, contributions to which are deductible under Section 170(c)(2) of such code and regulations as they now exist or as they may be amended.
- 7.3 The Corporation may transfer any real property or interests therein or other assets which it may hold to non-profit domestic corporations, societies or organizations engaged in charitable, benevolent, educational or other similar purpose upon such terms and conditions and amounts and proportions as the Board of Directors shall determine, and which qualify for exemption under Section 501(c)(3) of the Internal Revenue Code or similar code provision at the time of transfer.
- 7.4 The organization shall comply with all applicable laws concerning non-discrimination and agrees that it will not discriminate against any person.

Article VIII – Board of Directors

- 8.1 The affairs of the Coalition shall be managed by the Board of Directors composed of eleven elected members. The four elected officers (President, Vice President, Secretary and Treasurer) of the Coalition will serve one-year terms as Board members.

- 8.2 The Directors shall be elected at the annual meeting and hold office in accordance with the Bylaws.

Article IX – Officers

- 9.1 The names of the Officers who are to manage the affairs of the Corporation under this charter are as follows:

- President: Richard Stillwagon
- Vice President: Tim Ford
- Secretary: Marsha Cantrell
- Treasurer: Nicole Capp Holbrook

Article X – Registered Agent

Richard Stillwagon
Special Projects Coordinator
City of Titusville, Florida
555 South Washington Avenue
Titusville, FL 32796
321.383.5699 Tel.
321.383.5705 Fax
richard.stillwagon@titusville.com

Article XI – Bylaws

- 11.1 The Board of Directors, which shall manage the business and affairs of the Corporation, shall adopt, repeal and amend such Bylaws, rules and regulations for the management of the Corporation as shall be deemed advisable by the Board, subject to applicable law.

Article XII – Incorporators

- 12.1 The name and addresses of the Incorporator:

Richard Stillwagon
Special Projects Coordinator
City of Titusville, Florida
555 South Washington Avenue
Titusville, FL 32796
321.383.5699 Tel.
321.383.5705 Fax
richard.stillwagon@titusville.com

Having been named as registered agent to accept service of process for the above stated corporation at the place designated in this certificate, I am familiar with and accept the appointment as registered agent and agree to act in this capacity.

Richard C Stillwagon
Signature/Registered Agent

July 22, 2010
Date

Richard C Stillwagon
Signature/Incorporator

July 22, 2010
Date

APPROVED
AND
FILED

10 AUG -9 PM 1:51

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
PHILADELPHIA PA 19255-0023

001872.816385.0007.001 1 MB 0.382 996



INDIAN RIVER LAGOON NATIONAL SCENIC
% RICHARD STILLWAGON
3275 DIXIE HWY NE
PALM BAY FL 32905-2511

001872

Date of this notice: 12-09-2010

Employer Identification Number:
33-1219541

Form: SS-4

Number of this notice: CP 575 C

For assistance you may call us at
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 33-1219541. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1120

03/15/2011

If you have questions about the form(s) or the due dates(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, Accounting Periods and Methods.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, Entity Classification Election. See Form 8832 and its instructions for additional information.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 30 2011

Employer Identification Number:

33-1219541

DLN:

17053152365011

INDIAN RIVER LAGOON NATIONAL SCENIC

Contact Person:

BYWAY COALITION INC

ROGER W VANCE

ID# 31173

C/O CITY OF TITUSVILLE SPECIAL PROJEC

Contact Telephone Number:

555 SOUTH WASHINGTON AVE

(877) 829-5500

TITUSVILLE, FL 32796

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

August 9, 2010

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

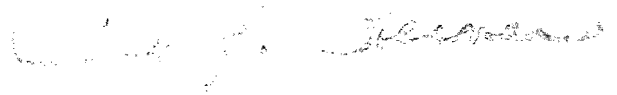
Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

INDIAN RIVER LAGOON NATIONAL SCENIC

Sincerely,

A handwritten signature in dark ink, appearing to read "Lois G. Lerner", written in a cursive style.

Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)



Contact Information

Full Name:	Beth McMillen
Address:	3275 Dixie Hwy. NE
City:	Palm Bay
State:	Florida
Zip:	32905
Phone:	321-725-7775
Fax:	321-725-3554
E-mail:	council@mrcirl.org

Corridor Conditions

1) Discuss the condition of the intrinsic resources and any changes in the corridor since designation. If necessary, provide photographs or other graphical representation of the resources.

The Corridor was extended to include Pineapple Avenue from US1 to Eau Gallie Blvd in Melbourne. An extension was also added in Fellsmere. The Fellsmere Corridor does a loop out SR 512 out to Fellsmere and back to US 1 North on SR 507 then back east on Micco Road.

2) What, if any, intrinsic resources have been degraded or altered?

As a result of the 2004 and 2005 hurricane seasons some shoreline destruction occurred. During emergency repairs to protect the roadway by FDOT a lot of armoring was done which goes against the corridor management goals of using native vegetation to stabilize the shoreline. Since then some invasive Australian pine have started to infiltrate the area. The bike path on the south side of the Melbourne causeway was severely damaged and has since been repaired and Australian pines were removed. The town of Indialantic received a grant to plant silver palms, buttonwoods, sea grapes and gumbo limbo trees.

3) Identify and discuss enhancement projects that have been initiated or completed.

There have been several native plantings and invasive removal events along the shoreline of the corridor. The City of Palm Bay received funding and is working on a sidewalk connecting to the Lagoon house along U.S. 1. The City of Titusville is repairing Veteran's memorial pier. Titusville is also working on enhancements of Space Walk Hall of fame. There is also restoration of some of the historic buildings in downtown Titusville as well as upgrades to US1 including landscaping, bike paths and sidewalks.

4) Describe plans for future development in the corridor and how this issue will be addressed.

There is some concern over high rises on the mainland shoreline. Local residents are concerned with it changing the character of the corridor. The City of Melbourne is putting together a Riverwalk Plan for part of the shoreline area along US1. The Sebastian River Area Chamber of Commerce is renovating their Scenic Highway Visitor Center. The Brevard County Environmentally Endangered Lands (EELS) Program has opened the Barrier Island Sanctuary Management and Education Center.

Corridor Conditions - Photographs

Goals, Objectives and Strategies

5) Mention how effective the goals, objectives and strategies have been in accomplishing the Corridor Vision.

The goals and objectives for invasive removal and planting of native vegetation have been very effective. An invasive management plan for the corridor was created, each local government was briefed and provided with a copy and the offer to assist in invasive removal along the corridor. Assistance was also provided to local residents to remove invasive species along their property.

6) Which goals and objectives have been met thus far and how were they accomplished?

The goal to protect, preserve, maintain and enhance the intrinsic resources of the corridor has been addressed very successfully through hands on volunteer events to remove invasive species and native plantings to restore shorelines. These events also accomplish the goals of educating the community and involving them in the support of the corridor. The shoreline of the Lagoon House Welcome Center has also been stabilized with a combination of native plants and armoring.

7) Which goals (unlikely in the first year), objectives and strategies have been or need to be modified in order to attain the Corridor Vision?

During the 5 year update the CME will be looking at adding some goals focusing on marketing the website and providing for a cohesive highway experience.

8) What new ordinances, policies and/or regulations have been issued as a result of the scenic highway?

Some municipalities have created ordinances governing billboards and signs, which support with the corridor goals.

9) Are there proposed ordinances/regulations that may aid goals?

Other municipalities are looking into creating ordinances on governing billboards and signs along the corridor.

Community Participation Program

10) Discuss the effectiveness of the Community Participation Program to date.

Annual bus trips to portions of the corridor raise public awareness of resources along the corridor. Hands on volunteer events to remove invasive species and native plantings to restore shorelines educate the community about the natural resources along the corridor and involve them in the support of the corridor. Free weekly speaker events on issues along the corridor help to keep the public informed about the corridor's resources.

11) Provide a synopsis of major issues discussed at public meetings held in the past year and elaborate on any critical issues that have arisen during these forums and how they were dealt with or will be addressed.

Funding

12) Describe corridor funding needs, acquisitions and expenditures.

Funding has been required for staff to coordinate native plantings and invasive

removals. Funding for materials required for these events. Funding associated with creating low impact transportation along the corridor is also desirable. Many of the Municipalities are looking for funding for land acquisition.

13) Has obtaining funding been a problem?

Yes

14) If so, how will the CME attempt to resolve this issue?

The corridor is always investigating new options and funding sources to meet its goals.

15) Are future funding sources being pursued?

Yes

16) If so, when does the CME anticipate receiving them?

June 2009

17) How will the funding be used?

Funding would be used for continued invasive removal and native planting events, public education events, purchases of intrinsic assets along the corridor. Construction of outdoor recreation facilities. There will also be some funding pursued for marketing the corridor.

Measuring Success

18) Traffic Counts Along the Corridor

See attached spreadsheet

19) Corridor Resources

Resource Name

Attach	Description	Special Circumstances
spreadsheet of intrinsic resources.		

20) Marketing and Promotional Efforts

A website is being developed.

21) Lodging Facilities

How many lodging facilities are along your corridor: 50-100

Predominant style of facilities: motel

If other, please explain:

22) Food Facilities

How many food facilities are along your corridor: More than 100

Predominant style of facilities: Mid level dining.

If other, please explain:

23) Chambers of Commerce

Chamber of Commerce Name	Address	City	Zip	Phone Number
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Cocoa Beach Area Chamber of Commerce – 400 Fortenberry Rd. Merritt Island FL. 32952; (321) 459-2200				
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Melbourne – Palm Bay Area Chamber of Commerce Ave, Melbourne, 32901; (321) 724-5400	1005 East Strawbridge			
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Greater Palm Bay Chamber of Commerce, 1153 Malabar Rd NE, Palm Bay, 32907; (321) 951-9998

Indian River County Chamber of Commerce 1216 21st St, Vero Beach, FL 32960-3497; (772) 567-3491

Sebastian River Area Chamber of Commerce, 700 Main St.; Sebastian, FL 32958, (772) 589-5969

Titusville Chamber of Commerce, 2000 S Washington Ave., Titusville, FL 32780-4747; (321) 267-3036

24) Private Development

Continued high rise condo construction along the ocean on A1A and along US1 on the lagoon, potentially blocking some scenic vistas.

25) Demographic Changes

Population increase is predicted to continue but at a marginally slower rate.

26) Property Value Changes

Property Values have been affected by the economic drop and have declined.

27) Changes in Tourist Traffic

None that we know of.

28) Other Comments on Measuring Success.

Over 359,000 sq. ft. of shoreline has been restored in the last year through invasive removal and planting of native vegetation. Water quality is tested weekly along the Indian River Lagoon at over 80 locations along the corridor.

Local Government Comprehensive Plan (LGCP) Relationship

29) Discuss how effective the integration of the CMP into the local government comprehensive plan(s) has been.

Many local governments and government agencies have adopted or are looking to adopt billboard ordinances and we will work on them adopting the CMP into their comprehensive plans.

30) Discuss any actions that are underway or are needed to maintain consistency with the LGCP and other plans.

The CME staff attends council meetings to help educate them on the goals of the corridor and the need for coordination of preservation efforts along the corridor. Each local government has a seat on the CME. A consultant study has given some suggestions for restructuring of the CME to maximize involvement and productivity.

Problem Areas

31) Describe any problems that have arisen regarding the corridor.

As a result of the 2004 and 2005 hurricane seasons some shoreline destruction occurred. During emergency repairs a lot of armoring was done which goes against

the goals of using native vegetation to stabilize the shoreline. As a result some invasive Australian pine has begun to infiltrate.

32) Describe present and future actions to resolve these issues.

A shoreline study was done to determine which methods performed the best during severe weather, which found that native vegetation was the most desirable method in regards to protection and aesthetics. This study is being used as a tool to educate the public and local governments and agencies about shoreline stabilization. A plan to remove this incursion of Australian Pine is being discussed.

Other Issues

33) Describe how well the CME has operated.

The CME has done a tremendous job in raising the awareness about the corridor and its intrinsic resources, which will only be improved now that the website is online and the future marketing strategies.

34) Describe how partnering and coordination efforts have worked.

By coordinating together, partners have been able to acquire grants for conservation land acquisition, highway beautification and shoreline restoration.

35) Provide discussion of any other issues the CME feels are relevant to the corridor's success.

The CME is constantly looking to enhance the view shed of the intrinsic resources along the corridor. A website is being developed and efforts to increase and strengthen the CME and focus on marketing.



Indian River Lagoon National Scenic Byway Coalition Meeting
Lagoon House – Meeting Held Outside By The Lagoon In The Beautiful Sunshine
December 1, 2011; 10:00 am

MINUTES

1. Call to Order/Roll Call
 - A. Introduction of Guests
 - Richard Stillwagon, City of Titusville – President
 - Clint Eliason, TranSystems
 - Bob Finck, Atkins North America
 - Garry Balogh, FDOT
 - Tim Ford, City of Palm Bay – Bayfront Redevelopment Agency – Vice-President
 - Ann Downing, Melbourne Beach Old Town Hall History Center
 - Nanci Mitchell, Brevard County Parks and Recreation
 - Marsha Cantrell, Brevard County Parks and Recreation – Secretary
 - Mark Mathes, City of Fellsmere
 - David Stanley, Communication Concept, Inc.
 - John Schantzen, North Merritt Island Homeowners Association
 - Bob Day
 - Celeste Henry, The Old Pineapple Inn
 - Kevin Lowry, Pelican Island National Wildlife Refuge
 - Nicole Holbrook, Sebastian River Area Chamber of Commerce – Treasurer
 - Susan Adams, Mayor of Fellsmere
 - Beth Mitchell, Sebastian River Area Chamber of Commerce
2. Approval of Minutes – November 3, 2011

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

Marsha Cantrell advised there was a teleconference meeting to discuss the presentation and power point for the Indian River County TDC meeting. Meeting was the 16th and Tim Ford did the presentation. Susan Adams complimented the Coalition's presentation. The Brevard County TDC is printing 20,000 brochures and they should be ready in a couple weeks. The Brevard TDC will be storing them until we need them for distribution.
 - B. Website Committee

Nicole Holbrook reported from January 1st – November 29th: Number of hits - 2,549; Average pages viewed - 3.7; Average time spent on page - 2:30; 84% - new visitors; 15% - direct traffic; 40% come from search engines with Google the biggest; 2,209 visits from US; 72 from Sweden; 32 from India; 31 from Brazil; 26 from Russia; 21 from Canada; 21 from UK; 12 from Netherlands; and 11 from Germany. US visits – 1,442 from Florida (Central, North and a few from Panhandle); a few other states that visited were NY, GA, TX, CA, NC, PA, MI, VA, IL, MA, NJ, TN. Nicole sat in on a webinar; she will be working on key words for searches so we rank higher on search engines such as Google.

So far there is no one linked to our website; we should have cities and other organizations link to our page or have our logo on their site.

C. Public Relations Committee

Susan Adams stated Clint Eliason had brought the 2,500 brochures and the Committee had prepared a proposed distribution list that she handed out. The Sebastian Area Chamber of Commerce will work on the Southern portion of the loop; Tim Ford will help distribute to the Central area portion; and Richard Stillwagon will work on the North portion of the loop. Marsha Cantrell will coordinate with the Brevard County TDC on their assistance in distributing the brochures and obtain a list of the sites to be sure we are not overlapping. There is a need to reserve approximately 100 brochures for those who make a request for one from the website. The idea is to distribute brochures to as many places as possible that are along the byway and listed in the brochure; would also like some at the Melbourne International Airport. Celeste Henry stated she would like to have some brochures for EGAD (Eau Gallie Arts District). Also, need to distribute to the Chambers. Susan will keep the master distribution list. FDOT is associated with Visit Florida, therefore, we can put brochures out at the Welcome Centers to get visitors to the byway.

4. Reports of Officers

- A. President - Richard Stillwagon: The 501(c)(3) status was renewed for the year. He is still working on the Accreditation Report.
- B. Vice President - Tim Ford: The Lagoon House will be hosting a volunteer day on January 21, 2012 from 8-12. There will be food and entertainment. A notice will be sent out and it will be put on our calendar of events.
- C. Secretary -Marsha Cantrell: Nothing further to report.
- D. Treasurer - Nicole Holbrook: \$230 in bank account. There has also been some in-kind assistance.

5. Old and Unfinished Business

- A. Accreditation - Richard Stillwagon is still working on filling out the forms and attaching items to be sent in. Bob Finck suggested there be a Sustainability Committee meeting in a few weeks.
- B. Web Pages - Discussed under Website Committee Report.
- C. Brochure - Discussed under Public Relations.

6. New Business

- A. Amendment of Bylaws – Indemnification Clause
Beth Mitchell advised she had recently had her Chamber's Bylaws reviewed/updated by an attorney and she read the indemnification clause. Beth will email to Marsha to be inserted into the Coalition's Bylaws.

Tim Ford made a motion to accept the indemnification clause and to add it to our bylaws. Bob Day seconded motion. Unanimously approved.

- B. Election of Directors/Officers – Nominating Committee
Beth Mitchell, Nominating Committee Chair, presented the following nominations for the Board positions and thanked everyone for their willingness to continually serve:

- 1. President – Tim Ford
- 2. Vice President – Richard Stillwagon
- 3. Secretary – Marsha Cantrell
- 4. Treasurer – Nicole Capp Holbrook

Other nominations were not made.

Bob Day made a motion to accept the nominees as presented. Susan Adams seconded motion. Unanimously approved.

In January a report will be submitted to the State with the updated information.

- C. City of Fellsmere Grant – Mark Mathes

Mark distributed an information sheet on the Fellsmere Preserve Welcome Center stating there is a grant opportunity available and the applications are due on Monday. From last year's application they reduced the scope of work, cut budget nearly in half, and increased the cash match. New scope will be: welcome center, parking and access improvements, landscaping, 8' sidewalk, education signage and design and permitting. They are breaking ground on a ROPES course which should be completed in the Summer; this is possible from grant funding from FIT so their ROTC program can also use. The Welcome Center will have easy access to the byway and will be visible from the highway; looking to bring travelers in. There will be linkage of ecosystems and there will be an entire wall of a map of destinations to visit along the byway. They are planning on turning the grant in on Friday. He is looking for a letter of support and a ranking, if necessary, for the submittal of the grant. Discussion was held regarding the short time frame to prepare and submit these types of grant applications and there should be more time on the applicant's side.

Beth Mitchell made a motion to endorse this grant application, write a letter of support and prioritize this grant as ranking first. Bob Day seconded motion. Unanimously approved.

7. Public comment

Bob Day mentioned the Birding Festival that is held at the end of January; largest birding festival in the US. There will be a meeting at the Brevard Zoo Friday night to finalize the organization of the event.

Richard Stillwagon thanked all of those who have been a part of the Byway and for their support. It was his pleasure to serve as President during the past year and he appreciated everyone who assisted him.

Ann Downing advised she works over at the Old Town Hall History Center which is on the byway in Melbourne Beach and suggested we could hold a meeting at that location. It is across from the Spessard Holland Golf Course.

8. Adjournment

Meeting adjourned at 11:00 am.

Next Meeting – January 5, 2012 @ 10 am
Marsh Landing Restaurant
44 N Broadway
Fellsmere, FL 32948
772-571-8622

After the meeting footnote from Tim Ford, incoming President: "Jim Egan of the Marine Resources Council apologized for the Lagoon House not being opened for our meeting today. Jim explained that 2 staff people are in Tampa for a conference, he was away at a meeting and the staff person that was supposed to open the gate and the building had a family medical emergency."



Indian River Lagoon National Scenic Byway Coalition Meeting

Merritt Island National Wildlife Refuge Visitor Center

November 3, 2011; 10:00 am

MINUTES

1. Call to Order/Roll Call

Meeting called to order by Richard Stillwagon, President at 10:11 am.

A. Introduction of Guests

Richard Stillwagon, City of Titusville, President of IRLSNBC

Nanci Mitchell, Brevard County Parks and Recreation

Marsha Cantrell, Brevard County Parks and Recreation, Secretary IRLNSBC

Deidre Jackson, Florida Space Coast Office of Tourism

Alex Chamberlain, Bikeways and Trails

Dorn Whitmore, Merritt Island National Wildlife Refuge

Bill Walsh, FDOT

Garry Balogh, FDOT

Jim Tulley, Mayor of Titusville

Tim Ford, City of Palm Bay Bayfront CRA, Vice President IRLNSBC

Bob Day, Local Resident

Anthony (Tony) Koromilas

Julian McKinley, FDOT

David Stanley, CCI Video

Beth Mitchell, Sebastian River Area Chamber of Commerce

Susan Adams, Mayor of Fellsmere

Nicole Holbrook, Sebastian River Area Chamber of Commerce, Treasurer IRLNSBC

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

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

2. Approval of Minutes – October 6, 2011

Tim Ford made a motion to approve minutes as amended. Susan Adams seconded. Discussion: Correction to the minutes made are: page 1, Section 3 the word ariel should be spelled correctly as aerial; page 2, Section B the word Counties should be spelled correctly as County's. Unanimously approved.

3. Reports of Committees

A. Sustainability Committee

Marsha Cantrell spoke about going before the Brevard County TDC; Rob Varley has been working with us and the TDC will re-print the brochure; getting quotes now. FDOT will be printing 2,500 and Brevard County TDC will print 25,000. We did put the TDC logo on the back of the brochure for the re-print. November 7th will be the next Sustainability Committee meeting via teleconference; we are in need of finalizing the PowerPoint and decide who the presenter will be. The Indian River TDC meeting is being held on November 16th at 2:00pm; the focus during the Indian River TDC will be a presentation about who we are and what our mission is. The TDC is made up of appointees from the Commission but there is no full time positions or structures. Marsha was informed that the IRLNSBC logo on the agenda and minutes is bogging down some computer systems; perhaps we could make it smaller or eliminate it. Marsha will check with our IT Department to see what we can do to resolve the problem. Suggestions were made that we would should keep the logo on the agenda and minutes because it is our organization.

The IRLNSB is for automobiles, bikeways, walking paths, and trails. The push from the grants is for multi-mode ways visitors can visit the Byway.

B. Website Committee

Nicole Holbrook gave website report for October: 231 visits; 713 page views; length of page view is 2:09. Traffic was down from previous month. If there are any events that could be posted to the events calendar, that could create more traffic. Nicole will run the international report for next meeting. Deidre Jackson will put our logo on their site. Discussed the potential of social networking for our Coalition. The general consensus of the coalition is that now that we have a bank account and are 501c3, we are ready to sell ads to restaurants and businesses and put them on the website.

C. Public Relations Committee

Ready to print the brochure, but wanted to make sure that there were no other changes.

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

We will have the ability to have a PDF file of the brochure in case there are other opportunities. Deidre will speak to Tom about storing the brochures and ask Rob about the distribution; they use a company to distribute to hotels, zoos, and other organizations. Discussed that the Public Relations Committee should come up with a distribution list of where the brochures should go. Garry Balogh will give Clint Eliason the go-ahead to print the brochure.

4. Reports of Officers

A. President

Preparing the Annual Report.

B. Vice President

The US1 streetscape project has a notice to proceed. The project includes sidewalks, street lighting, and landscaping in the medians.

C. Secretary

Nothing to report.

D. Treasurer

\$230 in bank account.

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

5. Old and Unfinished Business

A. Accreditation

Bob Finck and Mike Palozzi have gotten a good amount of the accreditation information needed to turn in. Garry mentioned there would be an email going out to all CME's; they are wanting to have all organizations at Level 1 by the end of the year; we are very close to completing Level 1.

There needs to be an indemnity clause inserted into the bylaws; Beth will send the language to Richard.

B. CMP Update

Garry brought a copy of the 5 year plan. The Scenic Advisory Committee made some comments; the Committee is made up of 7 different agencies. Discussed some of the comments: mileage discrepancies which can be corrected; a minor change on page 91; the promotion metal detecting is illegal – the law says you cannot go on dunes or in water, but the sand on the beach is allowed. Bob and Mike are making the changes. The Scenic Advisory Committee approved the plan. Committee decided to wait until the plan was approved and comments given for any members that have any comments/tweaks so they could all be added at the same time.

C. Brochure

Discussed above in Section 3.C.

6. New Business

A. Election of Directors/Officers

There are 4 positions and several vacancies. Richard suggested there be a Nomination Committee. Beth will be Chair of the Committee; she will give thought to who will help serve on the committee. If someone is interested in a Director/Officer position please let Beth know. This candidates list needs to be presented on the agenda at the December meeting as that is when the Annual Meeting will be held. The new President will be able to set up a bylaw committee and take another look at it.

7. Public comment

Tony K. – Looking for money to get bike path along US1 and asked if we are looking into grants.

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

Bob – Air Show this weekend.

Nicole – Sebastian Clam Bake is this weekend at Riverview Park. Sebastianclam bake.org

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

Alex – Inquired about the status of the Saint John's Eco-Heritage Trail. It goes all the way to Jacksonville; the committee has not heard anything about this. Mayor Tulley will get Alex contact information.

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

8. Adjournment

Susan Adams made a motion to adjourn meeting.

Meeting adjourned at 11:33am.

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



Indian River Lagoon National Scenic Byway Coalition Meeting

Lagoon House

October 6, 2011; 10:00 am

MINUTES

1. Call to Order/Roll Call – Meeting called to order by Tim Ford, Vice President, in absence of Richard Stillwagon, President, who is out of town.
 - A. Introduction of Guests
 - Tim Ford, City of Palm Bay
 - Garry Balogh, FDOT D-5
 - Nicole Holbrook, Sebastian River Area Chamber of Commerce
 - Nanci Mitchell, Brevard County Parks and Recreation
 - Marsha Cantrell, Brevard County Parks and Recreation
 - John-Mark Palacios, FDOT D-4
 - Kevin Lowry, USFWS/Pelican Island National Wildlife Refuge
 - Mary Duncan, Pelican Island National Wildlife Refuge
 - Vanita Saini, FDOT D-4
 - Chris O'Reilly, American Consulting Eng.
 - Carl Bengtson, Celestial Designs/Landscape Consultant
 - Mark Mathes, City of Fellsmere
 - Celeste Henry, Old Pineapple Inn
 - David A. Stanley, Communication Concept Inc
 - Troy Rice, SJRWMD
 - Susan Adams, Mayor – City of Fellsmere
2. Approval of Minutes – September 1, 2011

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

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

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

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

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

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

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

4. Reports of Committees

A. Sustainability Committee

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

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

B. Website Committee

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

C. Public Relations Committee

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

5. Reports of Officers

A. President

Richard – no report – out of town.

B. Vice President

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

C. Secretary

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

D. Treasurer

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

6. Old and Unfinished Business

A. Accreditation

Level 1 package is being put together.

B. CMP Update

Is complete and has been submitted to the SHAC.

C. Brochure

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

7. Public comment

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

8. Adjournment

Meeting adjourned at 10:53am

Next Meeting:

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



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

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

Call to Order/Roll Call

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

Approval of Minutes – August 4, 2011

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

Brochure –

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

Richard Stillwagon, President, Indian River Lagoon Scenic Highway Coalition
555 S. Washington Avenue, Titusville FL 32796, (321) 383-5699, richard.stillwagon@titusville.com

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

Sustainability Committee –

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

Website Committee –

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

Public Relations Committee –

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

President Report –

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

Vice-President Report –

Nothing to report.

Secretary Report –

Nothing to report.

Richard Stillwagon, President, Indian River Lagoon Scenic Highway Coalition
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Treasurer Report –

There is currently \$230 in our account.

Accreditation –

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

CMP –

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

501C3 Designation –

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

New Business –

No new business.

Meeting adjourned at 11:12am.

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

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Approved October 6, 2011



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

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

Call to Order/Roll Call

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

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

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

Public Relations Committee - Brochure –

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

Sustainability Committee –

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

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Approved on September 1, 2011

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

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

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

Website Committee –

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

Public Relations Committee –

Susan advised she had been working on the brochure.

President Report –

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

Vice-President Report –

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

Secretary Report –

Marsha advised no further report other than the Sustainability Committee.

Treasurer Report –

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

Accreditation –

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

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CMP –

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

501C3 Designation –

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

New Business –

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

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

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

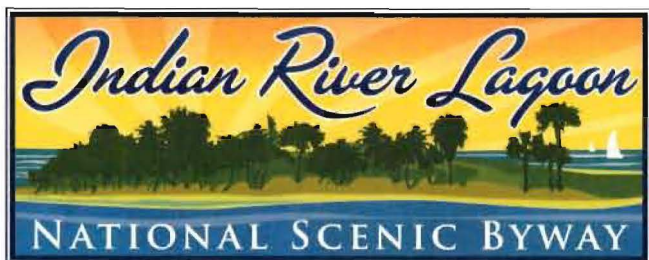
Meeting adjourned at 12:05.

Next Meeting September 1, 10 am:

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

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Accomplishments

- Designated a Florida Scenic Highway in 2000
- Designated a National Scenic Byway in 2002
- Rehabilitation of the historic Melbourne Beach Pier
- Construction of the Lagoon House Environmental Learning Center
- Removal of 217 acres of invasive species from the Lagoon
- Land acquisition in Palm Bay to protect scenic vista of river
- New website at: www.IndianRiverLagoonByway.com
- Extension of byway to Fellsmere and Pineapple Avenue

Getting Involved

- Join the coalition and help recruit new members
- Volunteer for a committee
- Help staff booth at festivals and other special events
- Provide expertise in marketing or fundraising
- Help compile a list of media contacts
- Make a contribution

Contact

Indian River Lagoon National Scenic Byway Coalition, Inc.

Richard Stillwagon, President

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Indian River Lagoon

National Scenic Byway



Merritt Island to Pelican Island

www.IndianRiverLagoonByway.com