

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting  
Ted Moorhead Lagoon House and Scenic Byway Visitor Center,  
3275 Dixie Highway, NE, Palm Bay, FL 32905  
January 4, 2018

Meeting Notes

1. Call to Order – 10:00 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

Bob Day, Citizen, Vice President,

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

Board Members:

Susan Adams, Indian River County Commissioner

Celeste Henry, Melbourne resident

Members/Guests:

Karen Ford, Atkins

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

Michael Palozzi, Atkins

Sarah Kraum, Space Coast TPO

Christy Smiley, Tangent Media

Doug Smiley, Tangent Media

Stephen Chalmers, Marine Resources Council (MRC) Board Member

Shannon Egger, MRC Education Coordinator

Jose Hixon, MRC Local Volunteer

2. Presentation: Lisa Packard, Eau Gallie Arts District (EGAD) Executive Director provided an update on the EGAD. Lisa informed the attendees the EGAD's new logo, the history of Eau Gallie, historic architecture in the district, the creation of the EGAD Community Redevelopment Agency, the Eau Gallie Main Street Program, future infrastructure improvement plans for Highland Avenue that will include new street lights, café lights and other improvements, new pole banners with the new EGAD logo, a walking tour, the district's public art mural program which has included works by both international, national and local artists, events in the district, and events scheduled in the district.
3. Adoption of Minutes: Motion was made by Susan Adams to approve the meeting minutes of November 2, 2017 and seconded by Celeste Henry. The motion was approved unanimously.
4. Website Update: Karen Ford informed the attendees that Doug and Christy Smiley from Tangent Media were on hand to address any questions regarding the Byway's web page update. Changes have been made that were brought up at the November 2, 2017 meeting. The web

page is being prepared to go live. Bob Day noted that he recently viewed the new web site and had some comments for Tangent Media. Bob said the comments were minor and could be discussed after the meeting and would not delay the web site from going live.

Claudia Calzaretta mentioned doing a grand opening email announcement blast with Constant Contact or some similar tool to byway contacts to invite the contacts to open the new web page. Discussion ensued about the process. Tangent Media, Karen Ford, Nicole Holbrook and Claudia would collaborate on creating the new web page announcement.

5. 2018 Coalition Meeting Schedule/Guest Speakers – Mr. Ford asked the Coalition to think about future meeting speakers for meetings in March, May, July, September and November. Discussion took place regarding when the MRC's Lagoon Status Report Card would be available and if that could be a possible presentation to the Coalition. Shannon Egger stated that she would ask the MRC Executive Director if the MRC's Report Card Status could be presented at a future Coalition meeting.
6. Board Elections - Mr. Ford noted that Shannon Egger was the new MRC liaison to the Coalition and the Bylaws permitted the Coalition to appoint individuals by majority vote to fill vacancies on the Board. Tim stated that he had approached Ms. Egger prior to the meeting to see if she would entertain being a Board Member and determined that she was amenable. A motion was made by Bob Day to nominate Shannon Egger to fill the Board vacancy left by Anne Mayer whose term ran to the end of 2018. Celeste Henry seconded the motion. The appointment of Shannon Egger to the IRLNSB Coalition Board was unanimously approved.

No Board Member terms expired at the end of 2017 so no Board Member elections were needed.

The slate of Board Officers for 2018 were Tim Ford, President; Bob Day, Vice President; and Nicole Capp-Holbrook as Treasurer. Bob Day motioned to approve the slate of officer as presented, which was seconded by Susan Adams. The slate of officers was unanimously elected for a one-year term.

7. Free Membership to Visit Florida offer – Mr. Ford informed the members that the Florida Scenic Highways Program (FSHP) Central Office was working with Visit Florida to offer FHSP funded one (1) year Visit Florida Partnership memberships. Mr. Ford read the benefits that would be available to the Coalition. Claudia Calzaretta stated that due to Hurricane Irma, free membership to Visit Florida was available to organizations in Counties affected by the hurricane of which, Brevard, Indian River and Volusia Counties were affected counties until March 2018. After some discussion regarding both offers, a motion was made by Susan Adams to send a request form to the FSHP Office requesting the FSHP purchase a membership for the IRLNSB. The motion was seconded by Celeste Henry. The motion was unanimously approved. Mr. Ford was asked to question when the membership started if it were approved by the FSHP Office.
8. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Discussion took place regarding the update of the Byway map display table at the Lagoon House. A question was raised whether the MRC wanted to keep the table or have a wall map. Shannon

Egger stated that in a discussion with MRC Executive Director Leesa Souto that the MRC would like to keep the display table. Mr. Ford noted that a Visit Florida grant could be used to update the map table with Byway matching funds or if the existing table were used, graphics in the table could be updated which could be funded by the Byway depending on costs. Karen Ford and Michael Palozzi would investigate the cost to create and print new graphics and that this would be an agenda item of the Sustainability Teleconference in February.

9. Committee Reports -  
No report.

10. Report of Officers

- a. President – Mr. Ford stated that the annual State Business Registration (Sunbiz) renewal is due by May 1<sup>st</sup> and it cost \$69.75. Tim indicated that he would pay the registration fee and may ask for reimbursement from the Treasurer.
- b. Vice President – Bob Day said that the Space Coast Birding Festival is scheduled for January 24<sup>th</sup> – 30<sup>th</sup> in Titusville and he will need brochures for the event. The Indian River Lagoon Symposium is February 9<sup>th</sup> at Harbor Branch. Mr. Day and Mr. Ford met with the Cocoa Beach City Manager regarding a byway kiosk partnership with the City and the City's proposed parking garage. Mr. Day stated he had contacted Ron Jon's regarding a donation. He will follow-up with Ron Jon's on the status of the donation.
- c. Treasurer – Mrs. Holbrook stated that the bank account had a total of \$1,270.56, which is no change from the November meeting. Mrs. Holbrook handed out year report and 2018 budget.

11. Florida Scenic Highways Program Update – Claudia Calzaretta provided the following update:

- a. Claudia thanked Nicole Holbrook for her work on the web page update.
- b. District 5 2018 Workshop – The District 5 Byway Workshop is scheduled for March 8, 2018 in Deland. Anyone can attend; there is no restriction on the number of attendees.
- c. Ms. Calzaretta gave an overview of the 12-11-2017 FSHP Discussion Forum. The next forum dates are March 5<sup>th</sup>, June 4<sup>th</sup>, September 10<sup>th</sup>, and December 10<sup>th</sup>.
- d. Florida Tourism Day is January 17<sup>th</sup> at the State Legislature in Tallahassee.
- e. The FSHP is seeking funding for Economic Impact Research on the Scenic Byways. District 5 has commissioned a study to collect data on return on investment, visitor experience and return on mission.
- f. Announced that the JC Penney byway organization partnered with the Town of Penney Farms and received a grant for a visioning project.

12. New Business –

- a. Bob Day asked when the North Byway tour was scheduled. It was stated that the tour would most likely be around April due to the preparation for the March D-5 Workshop.
- b. Sarah Kraum announced that Brevard County Parks will be renovating Parrish Park in Titusville and there may be an opportunity for a Byway Kiosk at the site.

13. Public Comment – None

The meeting adjourned at 11:29 a.m.