

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  
March 1, 2018

Meeting Notes

1. Call to Order – 10:01 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

Shannon Egger, Marine Resources Council

Marsha Cantrell, Rockledge Resident

Members/Guests:

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

Michael Palozzi, Atkins

Kim King-Wren, Merritt Island National Wildlife Refuge

2. Presentation: Leesa Souto, Executive Director of the Marine Resources Council (MRC) provided an update on the Indian River Lagoon Report Card that is close to being completed. Ms. Souto stated that there was a need to set standards to measure the effects of programs and actions taken to improve the water quality of the Lagoon. Multiple partners have assembled data types to measure the vital signs of the entire lagoon to establish management goals for lagoon indicators, such as water quality, habitat conditions, wildlife, etc. over time. The Lagoon was divided into ten (10) management areas and different target standards were set based on past data for those areas. Data collected each year will be compared to the target standards to create scores that then can be used to grade those vital signs. The program is similar to what has been and is being done with the Chesapeake Bay. A Chesapeake Bay Score Timeline graph was presented that showed the progress/difference over time. The Report Card is in the process of being finalized. Once completed the Report Card will be disseminated by multiple sources of media. The Report Card is projected to be released in May 2018. Ms. Souto reported that the conditions of the Lagoon are bad now but hope to show improvements in future reports.
3. Adoption of Minutes: Motion was made by Bob Day to approve the meeting minutes of January 4, 2018 and seconded by Susan Adams. The motion was approved unanimously.

4. 2018 Coalition Meeting Schedule/Guest Speakers – Mr. Ford said that there was need for a speaker for the May 3, 2018 meeting and for the rest of the 2018 meetings.
5. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – A lengthy discussion took place regarding the update of the Byway map display table at the Lagoon House. Mike Palozzi reported that he and Karen Ford researched Brevard GIS information and that a roll plot of Brevard and Indian River County can be printed out easily. The Coalition can then determine the information to put on the print out. Mike said that grants, donors, etc. could be used to fund the cost of creating the map. Discussion included whether the map should be the same as the brochure or an aerial photo; a kiosk could be used instead of the map table; the metrics of the users of the map; the size of the irregular shaped map table, which was determined to be approximately 4 feet by 28 feet not counting the Cape area of the map table which is wider, etc. The MRC has painted the side frames of the map table and a new skirt is being created. The map table could be altered if need be. It was noted that the MRC and the IRLNSB would partner to create a map and that an aerial map base would be the preferred map base type. It was determined that the plan of action for the next coalition meeting was for Mike Palozzi to determine the scale of the map needed for the table that would include the entire byway.
6. Committee Reports -  
Web Site Update: It was announced that the new web page had gone live. Mr. Ford reported that he had received positive comments on the web site from coworkers and from Jeff Castor, FDOT Scenic Byway Coordinator. Nicole Holbrook stated that the new web site has received several inquiries and requests for brochures. Nicole provided web page user metrics. There were 333 users for the month of January.
7. Report of Officers
  - a. President – Mr. Ford stated he paid for the Coalition’s Sunbiz annual registration, which cost \$61.25. Tim said that the Coalition’s Annual Report was submitted to Claudia Calzaretta and to Wanda Maloney at Corridor Solutions. Tim informed that there was Byway Forum teleconference on Monday, March 5<sup>th</sup> from Noon to 1:30 pm that he was not able to attend. One of the items on the teleconference agenda was a discussion by Danielle Anderson of Friends of A-1-A Byway on launching a series of cycling and other events that will promote scenic byways to visitors. Kim King-Wren asked that she be sent the teleconference information.
  - b. Vice President – Bob Day mentioned the opening of the Coast-to-Coast Trail and the festivities that took place in Titusville. Bob also informed the attendees of the Grant Seafood Festival in Grant – Valkaria and two surfing events in Cocoa Beach.
  - c. Treasurer – Mrs. Holbrook stated that the bank account had a total of \$1,309.31. A \$100 donation was received from Mike Palozzi. The members thanked Mike for the donation. Tim Ford was reimbursed \$61.25 for paying the Coalition’s Sunbiz annual state registration.
8. Florida Scenic Highways Program Update – Claudia Calzaretta provided the following update:
  - a. The District Scenic Highway Coordinator North Byway tour was tentatively scheduled for April 5<sup>th</sup>. Details will be worked out after the District 5 Byways Workshop.
  - b. District 5 Byways Workshop – the workshop was set for Thursday, March 8<sup>th</sup> in Deland.

- c. Statewide Conference – The statewide scenic highway conference was planned for May 17, 2018 in Lake Helen.
  - d. Tourism Day was held on January 17, 2018 at the State Capitol building. Three (3) byways attended and were able to speak with Transportation Secretary Dew and others.
9. New Business – Celeste Henry asked about a missing Blue Star Highway sign that was located on US-1 just south of the Eau Gallie Boulevard intersection. The sign has been missing since Hurricane Irma hit in September 2017. Claudia Calzaretta would check with the County Operations Department about it.
10. Public Comment – None

The meeting adjourned at 11:28 a.m.