

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
Ted Moorhead Lagoon House & IRLNSB Welcome Center, 3275 Dixie Highway, NE, Palm Bay, FL 32905
July 6, 2017

Meeting Notes

1. Call to Order – 10:04 a.m. /Roll Call/Introductions

Board of Directors:

Tim Ford, City of Titusville, President

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

Board Members:

Susan Adams, Indian River County Commissioner

Marsha Cantrell, Brevard County resident

Members/Guests:

Karen Ford, Atkins

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

Michael Palozzi, Atkins

Leesa Souto, Marine Resources Council (MRC)

Kim King-Wren, Merritt Island Wildlife Refuge

Colleen, MRC member

2. Presentation: Leesa Souto, Executive Director of the Marine Resources Council (MRC) provided an update on the activities of the MRC. Ms. Souto provided a hand out of the MRC's goals and objectives for 2018. The goal of the MRC is to protect and restore the Indian River Lagoon by engaging the community in education, restoration and scientific exploration. Ms. Souto discussed MRC mission centric projects involving education, citizen science, restoration projects and community promotion. Projects mentioned included mangrove plantings; summer camp education; the Right Whale Program; Lagoon Watch Program, which involves water quality testing; Brown Bag Lunch Speakers; etc. Ms. Souto noted that the water quality in the Lagoon was improved this past winter but was beginning to experience some algae blooms with the summer rains. The attendees were informed that for the past 21 years the MRC provides an annual report card on the Lagoon reporting on water quality, fisheries, wetlands, etc. The MRC will be hiring a lead scientist position so that they can continue to do restoration projects throughout the entire Lagoon basin that is approximately 156 miles in length. The organization is also filling an Education Coordinator position that will liaison with the Indian River Lagoon National Scenic Byway Coalition. Ms. Souto announced that the Lagoon Fest event will be held in February 2018. In August, the MRC will continue it Lagoon Action Assembly. Ms. Souto described the background and history of the American Assemblies Process and how it is used to build consensus among different stakeholders. This year's Assembly will focus on communication between all the stake holders involved with the Lagoon.

3. Minutes – Motion was made by Susan Adams and seconded by Marsha Cantrell to approve the May 5, 2017 meeting minutes. The May meeting minutes were unanimously approved.
4. Coalition Meeting Schedule/Guest Speakers – Mr. Ford announced that Lisa Packard, Executive Director of the Eau Gallie Arts District (EGAD) would present to the Coalition at the September Board meeting. Susan Adams and Nicole Holbrook stated that they would work on obtaining a presenter for the November meeting.
5. Byway Kiosk Program – Mr. Ford reported that the Suntree Rotary Park Kiosk was completed and that there was a nice article in the Viera Voice newsletter. Marsha Cantrell stated that the Brevard County Delivers publication noted the kiosk project as well. Attendees discussed a number of potential sites for the next kiosk project. Potential sites included the Titusville Welcome Center, Parrish Park in Titusville, the US-1/Knox McRae future park site in Titusville, the proposed new Merritt Island Wildlife Refuge, the Port and Cocoa Beach area, etc. The attendees discussed variations of the kiosk signage that could be utilized as well.
6. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Mr. Ford noted that the item was on hold until the new MRC liaison was hired.
7. Committee Reports -
 - a. Website Committee – Karen Ford, Atkins Consultants, provided an update on the status of the website renovation. Tangent Media is in the process of updating the organization’s web site as well as the other byways in the state. The IRLNSB’s webpage is the first being updated. Tangent Media will host the webpage. Uploads will be quicker, features will be added, etc. Tangent will provide training to the Coalition to maintain the web page. The Coalition will get to approve any changes to the web page at future meetings.
8. Report of Officers
 - a. President – Mr. Ford announced that some of the byways are sending welcome letters to the new Florida Department of Transportation Secretary, Michael Dew, with information about their byway. Mr. Ford asked if the Board wished to do the same. There was a consensus of the Board to provide a welcome letter, list of accomplishments and a visitor’s brochure. Mr. Ford informed the Coalition of an email received from Mark Herendeen regarding the Space Coast Catamaran Fleet reviving its Space Coast 45 sailing event that will be held at Riverview Park in Melbourne on December 2, 2017. Mr. Herendeen stated that content from video, pictures, and drone are available for the IRLNSB to promote the eco-friendly adventure that the area offers.
 - b. Vice President – No Report
 - c. Treasurer – Mrs. Holbrook stated that the last activity was that a check was cut in the amount of \$143.67 to pay for the Rotary Park kiosk graphics. The Coalition’s fund balance is \$1,270.56.
9. Florida Scenic Highways Program Update – Claudia Calzaretta, Michael Palozzi and Karen Ford provided the following update:
 - a. SHAC Meeting Debrief – The SHAC meeting was cancelled so there was no report. The July meeting was cancelled as well. The Coalition did discuss the Byway Leaders Meeting held June 5, 2017. Some of the items discussed included FDOT resources to measure economic

- impact of scenic byways; an annual byway leader's conference; byway promotional items; etc.
- b. Signage Update – Signs are nearly complete. Signs along the state roads are done. Signs along the local roads are still in the process of being installed.
 - c. Board Manual – The first draft of another byway's manual has been completed. The IRLNSB is on the list to be completed.
 - d. 2018 Work Plan – It was noted that the 2018 Work Plan was due in November, 2017 and that the Coalition needed to start talking about goals and objectives for the coming year.
 - e. DSHC Tour of the Byway – Mike Palozzi informed the Coalition that the tour of the byway is proposed to be split into a north and south tour. A draft list of sites to see was handed out. Discussion ensued about the logistics of the tours. Planning of the tours will continue.
 - f. DSHC MPO/TPO Presentation Goal – Claudia Calzaretta said that she would like all of the byways to make short presentations to their local MPOs/TPOs.

10. New Business – None.

11. Public Comment – None.

The meeting adjourned at 11:22 a.m.