

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
Ted Moorhead Lagoon House & IRLNSB Welcome Center, 3275 Dixie Highway, NE, Palm Bay, FL 32905
May 4, 2017

Meeting Notes

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

Board of Directors:

Tim Ford, City of Titusville, President

Robert Day, Brevard County Resident, Vice President

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

Board Members:

Susan Adams, Indian River County Commissioner

Members/Guests:

Sarah Kraum, Space Coast Transportation Planning Organization

Karen Ford, Atkins

Claudia Calzaretta, FDOT District 5 Scenic Highway Coordinator

2. Presentation: There was no presentation
3. Minutes – Motion was made by Robert Day and seconded by Susan Adams to approve the March 2, 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 and that he had made a request for someone at the Marine Resource Council (MRC) to provide an update on the MRC's activities. Susan Adams and Nicole Holbrook stated that they would work on obtaining a presenter for the December meeting that could be held at either the Lagoon House, the Fellsmere Welcome Center or the Sebastian River Area Chamber of Commerce.
5. Byway – Suntree Rotary Kiosk at Rotary Park, Brevard County – Mr. Ford reported that the Suntree Rotary Park Kiosk was completed and passed around photos of the new kiosk. Discussion ensued about the next possible kiosk locations. Robert Day asked Tim Ford to send him electronic files of the kiosk photos so he can use to approach possible sponsors. Mr. Ford asked if there were any possible locations/sponsors in Indian River County. Nicole Holbrook stated that the Sebastian Chamber had a kiosk at its location. The Fellsmere Welcome Center was noted as a possible location.
6. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Mr. Ford noted that there was no movement on the map update and that it could be an item of discussion with the MRC presenter at the July meeting.

7. Committee Reports -

- a. Website Committee – Nicole Capp Holbrook announced that the web page had received an email request from the Merritt Island Wildlife National Wildlife Refuge asking for more Scenic Byway brochures. Mr. Ford said he would deliver more brochures to the Refuge.

Mrs. Holbrook reported that Sailforth Productions was going to start charging \$75/year to host the Byway's web page and that the web page hosting was being transferred to Dream Hosting who would not charge to host the web page. Claudia Calzaretta informed the Coalition of the State Scenic Byway Program contracting with Tangent Media to review and update the content of District 5 Scenic Byway web pages. Discussion ensued regarding the transfer of content from the present web site host to the new web site host.

8. Report of Officers

- a. President – No report.
- b. Vice President – No Report
- c. Treasurer – Mrs. Holbrook stated that a check was cut in the amount of \$143.67 to pay for the Rotary Park kiosk graphics. The Coalitions fund balance is \$1,270.56.

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

- a. SHAC Meeting Debrief – The SHAC meeting was cancelled so there was no report.
- 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. D5 Byways Spring Workshop Debrief – A Spring Workshop was held 3/9/16 in Deland at the Kepler Maintenance Building. Representatives from all of the District 5 Scenic Byways attended the workshop. The workshop involved a morning session that concentrated on state programs available to byways such as grants, economics, website tracking, wildflower program, and adopt a highway. The afternoon session involved reports from all of the Byways regarding aspects about their byway. Mr. Ford said it was interesting to see the differences in the byways and to see the issues that all the byways faced.
- d. Board Manual – Karen Ford, Atkins, announced that Atkins has been tasked with updating the Board Manuals for the byways in the district.
- e. Review of the 2018 Work Plan – It was noted that the 2018 Work Plan was due in November, 2018 and that the Coalition needed to start talking about it.
- f. DSHC Tour of the Byway – Claudia Calzaretta reported that FDOT has approved the use of a state van to be used for her to tour the byways with byway leaders. Claudia will be touring the Black Bear Byway on May 23, 2017. The Indian River Lagoon National Scenic Byway tour will most likely have to be broken up into two or more tours due to its length.
- g. Scenic Highway sign for the Titusville Visitor's Center – a sign has been requested.

10. New Business – None.

11. Public Comment – Ms. Calzaretta mentioned that the Scenic Highway Program is investigating ways to do economic impact studies and analyses of Scenic Highways and the Scenic Highway Program to show the economic benefits of scenic highways.

The meeting adjourned at 10:33 a.m.