



**Indian River Lagoon National Scenic Byway Coalition Meeting  
Ted Moorhead Lagoon House, 3275 Dixie Highway, NE  
Palm Bay, FL 32905  
February 5, 2015**

**MEETING MINUTES**

1. Call to Order at 10:07 a.m./Roll Call/Introductions.

**Board of Directors:**

Tim Ford, City of Palm Bay, President  
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

**Board Members:**

Beth Blackford  
Celeste Henry, City of Melbourne, Beautification and Environmental Committee  
Deidre Jackson, Space Coast TDC  
Susan Adams, City of Fellsmere

**Members and Guests:**

Richard Stillwagon, City of Titusville  
Marsha Cantrell  
Lance Decuir, Atkins  
Anne Mayer, Marine Resources Council (MRC)  
Garry Balogh, FDOT – Deland, Scenic Byway Coordinator  
Ted Moorhead  
Beth McMillen, MRC (Late)

2. Approval of Minutes – **Motion by Celeste Henry, seconded by Deidre Jackson to approve the January, 2015 minutes as written. Motion carried unanimously.**
3. Presentation – Prior to the Presentation, Tim Ford presented on behalf of the IRLNSB Coalition, thermal wine and cheese cooler bags filled with a ball cap, beach towel and a blanket with the IRLNSB logo on them to Marsha Cantrell and Richard Stillwagon for their years of dedicated board member service to the Coalition from its inception. Tim Ford, City of Palm Bay Bayfront Community Redevelopment Agency (BCRA) Administrator provided a presentation on the recent projects and activities of the City of Palm Bay's BCRA. Mr. Ford informed the Coalition about the location, area, board composition, purpose and funding sources for the BCRA. Mr. Ford noted the major projects that the BCRA was working on included the installation of 108 street lights along U.S.-1 from R. J. Conlan Boulevard to the Yellow Dog Restaurant. Mr. Ford mentioned that the BCRA received \$1.1 million in federal and state grants for the lights due to a traffic safety justification study. Notice to Proceed to install the lights was issued on February 4, 2015 and it was noted that the project would take approximately nine (9) months to complete. The BCRA was working on bid documents for the Phase 2 U.S.-1 Sidewalk Project which would extend the Phase 1 Sidewalk on U.S.-1 from Ridge Road to Port Malabar Boulevard. Mr. Ford informed the Coalition of a \$40,000 Department of Economic Opportunity (DEO) grant that was awarded to develop economic development strategies for the Bayfront Village area of the redevelopment district. Mr. Ford mentioned that the BCRA was also advertising for a Request for Proposals (RFP) to lease and operate the City owned Pelican Harbor Marina. A second RFP would be advertised to solicit a

developer for a public-private partnership to develop the marina property and a property adjacent to the marina for a mixed use waterfront destination development. The Coalition was informed of invasive vegetation management being done at the “Bay”, the completion of 100% design plans for the Palm Bay Road Streetscape project from U.S.-1 to R.J. Conlan Boulevard that would be built when funding was available; the partnership with the Driskell Heights community to build the Evans Center on Florida Avenue which was proposed to house a grocery, health clinic and job training facility; and two (2) sponsored special events in the District, Watefest and the Bayfront 5K9 Fun Run.

#### 4. Committee Reports

A. Sustainability Committee – A teleconference was held on January 26, 2015.

- Kiosks – Bob Day approached Ron Jon’s and Port Canaveral about having byway kiosks. Ron Jon’s declined and the committee was waiting for the Port’s reply. Deidre Jackson asked that the kiosk graphics be emailed to her.
- Business Partner Program – It was noted that Mike Palozzi and Karen Wilharm were working on a donor package for potential business donors.

B. Website Committee – Nicole Holbrook – Mrs. Holbrook was asked if the Corridor Management Plan (CMP) and the Board of Directors (BOD) Manual were on the website. It was noted that the CMP was on the website while the BOD was not. Mrs. Holbrook provided a report on the website’s analytics both nationally and internationally. Mrs. Holbrook reported on a webinar she attended on “How to use Facebook Effectively.” The webinar was sixty (60) minutes long. It was noted that Mrs. Holbrook would forward the download for Coalition members to review.

C. Social Media Coordinator – Kathe Brewer – No report, not in attendance.

D. FDOT Scenic Byway Coordinator – Garry Balogh – Mr. Balogh stated that Annual Report training was held on-line with Go To Meeting and that Tim Ford attended.

- On-line store – Kathe Brewer has been sick since Thanksgiving and it is hoped the online store will be connected by next month’s meeting.

#### 5. Reports of Officers

A. President – Tim Ford noted that Lagoon Fest was going to be held at the Lagoon House March 7, 2015. Anne Mayer, MRC, had brochures, tickets and sponsorship information. Discussion ensued regarding a floating bandstand. Plans were still being developed. Tim asked for a volunteer for the Coalition Secretary position. An update was given on Sailforth Video and the Byway video being developed. A list of places, events and people were provided to Sailforth.

B. Vice President – Bob Day was not in attendance.

C. Secretary – Marsha Cantrell conveyed a flash drive of electronic files and hard copy records to Tim Ford and Nicole Holbrook respectively. Ms. Cantrell was asked if her replacement had been designated by County Management. Ms. Cantrell said that no one had been designated yet.

D. Treasurer – Nicole Holbrook reported there was \$614.68 in the account and mentioned that there had been no activity since the last report.

6. Old and Unfinished Business
  - A. North Byway Extension – Garry Balogh informed the Coalition that the State Highway Advisory Council (SHAC) met in Tallahassee to hear the byway extension request. Garry Balogh, Titusville Mayor Jim Tulley and Tim Ford spoke via teleconference. The extension was unanimously approved. It was noted that Scenic Byway designation signs had been ordered and should be installed in five (5) to six (6) weeks.
  - B. Level 2 Accreditation – It was announced that Mike Palozzi and Karen Wilharm were working on a Level 2 accreditation Bond Manual.
  - C. Marine Resources Council Lagoon House Interagency Agreement – A draft agreement had been completed and was being reviewed. It was expected that the document would be on next month's agenda.
7. New Business – none
8. Public comment – Celeste Henry mentioned that an Arbor Day celebration was held in Melbourne and a comment was made about the absence of IRLNSB information table. The date for next year's celebration would be January 15, 2016. Beth McMillen, MRC, showed the Coalition the Florida Today "Fact Book" and provided information about advertising in the publication. Ms. McMillen provided ad prices. A listing was free. It was determined that a listing for the Lagoon House would be obtained for free.
9. Adjournment at 11:08 a.m.

**Next Meeting is: March 5, 2015, 10:00 am**  
**Sams House at Pine Island Sanctuary Management & Education Center**  
**6195 North Tropical Trail, Merritt Island, FL 32953**  
**Presentation: Martha Pessaro, Naturalist Re: Indian River Lagoon Transportation**