



Indian River Lagoon National Scenic Byway Coalition Meeting
Harry T. and Harriette V. Moore Complex, 2180 Freedom Avenue, Mims, Florida 32754
March 6, 2014; 10:00 am

MEETING MINUTES

1. Call to Order at 10:02 a.m./Roll Call/Introductions.

Board of Directors:

Tim Ford, City of Palm Bay, BCRA, President
Robert (Bob) Day, Vice-President
Marsha Cantrell, Brevard County Parks and Recreation, Secretary
Nicole Capp Holbrook, Sebastian Area Chamber of Commerce, Treasurer

Board Members:

Beth Blackford
Kathe Brewer, Stand Out Swag, LLC
Richard Stillwagon, City of Titusville

Members and Guests:

Afi Fanon, City of Titusville
Chris Kane, MRC
Eva Britt, BC Parks and Recreation, Harry T. and Harriette V. Moore Cultural Complex
Garry Balogh, FDOT
Juanita Barton, BC Parks and Recreation, Harry T. and Harriette V. Moore Cultural Complex
Kelly Gaines, Costa Communications Group
Layne Hamilton, Merritt Island NWR
Leigh Holt, Space Coast TPO
Mary Williams, Brevard County Parks and Recreation
Matt McIntosh, TranSystems
Mike Palozzi, Shaw Engineering
Myrna Palfrey, National Park Service, Canaveral National Seashore
Robert Finck, Jr., Atkins North America, Inc.
Shawn Harris, National Park Service, Canaveral National Seashore
Thomas DelliBori, FDOT-D5

2. Approval of Minutes – February 6, 2014 Meeting – **Bob Day made a motion to approve the February Minutes. Richard Stillwagon seconded the motion. Unanimously approved.**

3. Presentations –

- A. Juanita Brown, Harry T. and Harriette V. Moore Cultural Center

The complex sits on 12-acres of land acquired by the Brevard County Board of County Commissioners in the mid-80's at a cost of \$1.3M. The cultural center was designed by Thaddeus L. Cohen, who in 1999 took the position of Secretary for the Florida Department of Community Affairs under Governor Jeb Bush until 2007, and was opened in April 2004. The funding for the center was shared by the State of Florida, Brevard County Board of County Commissioners and the Brevard County Parks and Recreation referendum. It has 5,000-square feet and houses their offices, a conference room and a timeline museum with artifacts. An additional \$1M was procured to build the replica home, gazebo, pavilion, heritage trail and

the butterfly garden. Juanita stated there must be a paradigm shift to maintain the integrity of museums to ensure their usefulness for future generations to keep up with the changes in culture, science, technology and tradition. Culture is a shared belief. Science says every single thing genetically on earth is made up of the same elements, i.e. Who Am I? Cell phones were traditional and are now outdated due to mobile applications. Tradition connects the past, present and future events by keeping it simple with re-enactors. The center has no walk-in traffic as most of the visitors come for an event. However, changing the operations to a museum rather than a center should create a product that can be sold internationally with the promotional help from the Tourist Development Council.

By being under Brevard County Parks and Recreation within the Brevard County Board of County Commissioners, salaries and maintenance are provided to program the activities and events. Hours of operations are Monday through Friday, 10-7, Saturdays and Sundays by appointment for groups of 15 or more. At the close of the meeting, Juanita and Eva will provide tours of the museum and of the house.

B. Kelly Gaines, Costa Communications Group

The new website could go Live next week but a little more info is needed. The site can be reviewed at <http://irl.linux.websolversdev.com>. The online store is being finalized and the interactive map is being rebuilt so it will be easily changeable in the future; the photos at the top of each page can be easily changed; the calendar is being populated; and the sponsors need to be added. Resources are currently on a list so need more info. Webcam links (URLs) and Plug-ins can be added. The green text is where updated language is needed. The "Get Involved" page hasn't been laid out yet but is for sponsors, activities and events and a link can be added for the calendar. The "Points of Interest" pages need more photos and need to add web links, meeting agendas and minutes. Kelly will send a punch-list to the subcommittee to collect missing elements to be added. The Test page will be up before we go Live to fix any glitches and training appointments will be scheduled.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on February 27th. Marsha discussed the need to recruit a new Secretary for next year as she will be retiring in January, 2015 and her resources will be limited.

- Donor Plan/Kiosk – The Gannet Foundation Grant was submitted. Bob Finck advised he provided copies of the graphics and info to Vicki Dorman of Eau Gallie Art District for a possible kiosk sponsorship. Susan Adams has requested a kiosk at Marsh Landing Restaurant and at the Visitor Center. Tim Ford will look into the empty kiosk at Pollard Park as a possible location.
- Diversified Revenue Source Planning – Tim Ford provided the information requested to Corridor Solutions and it is hoped to get the business sponsor levels and benefits back to the Sustainability Committee at the next meeting.

B. Website Committee – Nicole Capp Holbrook – Discussed in Kelly's presentation.

- On-line store – Discussed in Kelly's presentation.

C. Social Media Coordinator – Kathe Brewer – Kathe is setting up a LinkedIn account and will use the email address info@indianriverlagoonbyway.com with Tim Ford as the contact.

www.indianriverlagoonbyway.com

PO Box 560902 Rockledge, FL 32956-0902

- D. FDOT Scenic Byway Coordinator – Garry Balogh – Garry advised next year’s program is going to be bigger and better.
5. Reports of Officers
- A. President – Tim Ford – The Gannet Foundation Grant was submitted. Please email him with photos and event info to post on Facebook. Nicole Holbrook will send him some that she took at the Grant Seafood Festival.
- B. Vice President – Bob Day - No report.
- C. Secretary – Marsha Cantrell –
- “Adopt” a Meeting for 2014 – Still need adoptions and a presentations. Beth Blackford advised she’s been in contact with The National Elephant Center for September’s meeting; however, they do not have a conference room. It was suggested that perhaps we could meet at Marsh Landing Restaurant.
- D. Treasurer – Nicole Capp Holbrook –
- Status of Bank Account – No activity since last meeting leaving the balance of \$652.08. For the next meeting, Nicole will present quarterly and year-to-date budget reports. Tim Ford paid the State’s fee in January; IRS will be due in May for \$61; and the Post Office box bill will be coming up for \$72.
6. Old and Unfinished Business
- A. North Byway Extension – There will be a stakeholders meeting after the Coalition meeting.
- B. Level 2 Accreditation – Tim Ford submitted the work plan to Corridor Solutions and the Sustainability Committee will be working on volunteer management and training, including drafts of volunteer strategies and job descriptions. More info will be reported back in a month or so.
7. New Business – Beth Blackford inquired about the revised brochures. Nicole has the 5,000 brochures that were recently updated, printed, and funded by the Indian River TDC. There are 12 boxes (300/box) being stored at the Brevard County TDC office and we started with 67 boxes in Feb 2012. As the recent updates were minor, all brochures are still valid and usable.
8. Public comment – No public comments.
9. Adjournment at 11:24 a.m.

Next Meeting is: April 3, 2014, 10:00 am
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905
Presentation: Mike Conneen, Organizer, Indian River Lagoon Paddle Adventure