



**Indian River Lagoon National Scenic Byway Coalition Meeting
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905
April 3, 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

Board Members:

Beth Blackford, Volunteer
Kathe Brewer, Stand Out Swag, LLC
Susan Adams, City of Fellsmere

Members and Guests:

Anne Mayer, MRC
Bill Klein, Volunteer
Gail Meredith, Turtle Woman Enterprises
Garry Balogh, FDOT
Mary Williams, Brevard County Parks and Recreation
Marlys Breckle, Volunteer
Mike Conneen, Organizer of the Indian River Lagoon Paddle Adventure
Mike Palozzi, Shaw Engineering
Robert Finck, Jr., Atkins North America, Inc.
Vicky Dorman, Executive Director of the Eau Gallie Arts District

2. Approval of Minutes – March 6, 2014 Meeting – **Beth Blackford made a motion to approve the March Minutes. Bob Day seconded the motion. Unanimously approved.**
3. Presentations – Mike Conneen, Organizer of the Indian River Lagoon Paddle Adventure. Mike is on the Board of Anglers for Conservation, the Coordinator of *Heroes On the Water* (kayak fishing for vets), and he is the Chair of the IRL Paddle Adventure. He grew up on the Indian River and was always curious to see what was past the Melbourne and Pineda Causeways. John Kumiski and Rodney Smith had a vision to paddle the entire Indian River Lagoon from the north end to the south and on December 1, 2013 it became a reality. A core group of 5 guys started from JB's Fish Camp in New Smyrna and paddled 170 miles in 19 days to Jupiter Inlet. It was a great adventure and it brought out the kids in them. Sponsor pages were created with corporate and individual opportunities and over \$15,000 was raised for awareness. Donations will be given back to several organizations to build relationships and scholarships: The Lagoon House, the Marine Discover Center, New Smyrna Beach Environmental Learning Center, Florida Oceanographic Society and Hope Sound Nature Center. They want to encourage more people to be involved, especially youth, as Mike was the youngest one at age 37 and they will have kayaks to reserve. They stayed in touch using his cell phone and a solar powered charger. It was difficult keeping in touch and updating Facebook and trying to live on the fish that was caught, as unfortunately the river is

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dying and the fish are not as plentiful. The next Paddle Adventure is planned for the first incoming tide on November 30th and the December weather is perfect for paddling as the majority of fronts come from the north and there is no rain, lightning storms or hurricanes.

Beth Blackford mentioned she invited Mike to present as we tend to think byway accessibility by automobile but we have a huge number of visitors including international visitors that come through our waters.

4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on March 25th.

- Donor Plan/Kiosk – Tim Ford spoke to Leesa Soto, MRC, and they will include the kiosk in their long range plan. The Pollard Park kiosk is empty now as the graphics are being prepared for a clean waters campaign per a grant requirement. Tim will follow up on the status of the Titusville kiosk.
 - Eau Gallie Art District – Vicky Dorman advised the EGAD Board of Directors voted for \$1,000 for a kiosk at Pineapple Park and they envision an unveiling at an Ecology Day event or part of a Paddle Adventure. **Kathe Brewer made a motion to accept the \$1,000. Bob Day seconded the motion. Unanimously approved.** Tim will prepare a thank you letter and Vicky will follow up on the zoning and permitting of the kiosk.
- Diversified Revenue Source Planning – There was a teleconference with Corridor Solutions and the goals were discussed as perhaps being too high. We can adjust as we go forward and formalize, i.e. 100 people on our membership list, take 50% of that at a \$25 donation each. There are several options for solicitation: individual, committee, and/or commission contract. It is intended to launch the Business Partner Program with the new website. The list of potential prospects is missing Indian River and City contacts. The opportunity of advertising will be available on the new website and the restaurants along the byway might be easy targets using the right approach. The Plan will provide some guidance and we will begin in-house before hiring someone. Tim will research if *Lagoonies* is trademarked.

B. Website Committee – Nicole Capp Holbrook – The new website is getting close to going live and additional webcam links are needed for the Indian River Lagoon rather than the beaches.

- On-line store – Kathe Brewer continues to work with Costa.

C. Social Media Coordinator – Kathe Brewer – Kathe created the LinkedIn page and posted today's meeting that linked to Facebook. The page name is Indian River Lagoon National Scenic Byway.

D. FDOT Scenic Byway Coordinator – Garry Balogh – The Central Office summarized the Byway Annual Reports and they were forwarded to all CME Members; 2 paragraphs per page with lots of pictures showing leading projects that are improving visitor's experience and impacting the quality of life. The Report will be included in the Donor package.

5. Reports of Officers

A. President – Tim Ford – Tim will be on vacation and will not be at our May meeting. He continues to post on Facebook so please provide him with events. Eventually Facebook will be linked into Hootsuite.com along with LinkedIn. Tim, Marsha and Beth McMillen have administrative rights to post on Facebook.

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- B. Vice President – Bob Day – The Brevard Wildlife Corridor Expedition will be 4/3-13/14 and will include paddling, bicycling, bird walks, photography, horseback riding, hikes, with a Family Day on the 6th at Fox Lake Park, and the signature event is a 4 day paddle event on the St. John River from Melbourne to Titusville.
- C. Secretary – Marsha Cantrell – On April 4th at 10am there will be at a Ribbon Cutting for the Phase 1 Brevard Zoo Linear Trail Project. 1.1 miles of elevated boardwalk for walking, jogging or biking adjacent to the Zoo.
 - “Adopt” a Meeting for 2014 – Next month’s meeting is May 1st with Sueann Thomaston hosting us at Front Street Civic Center located at Claude Front Park with a presentation on the City of Melbourne Car Charging Stations and Initiatives. Presentations are needed for August, October and December. Bob Finck will obtain the August presentation regarding Malabar Road and Marsha will look into a trails presentation for October.
- D. Treasurer – Nicole Capp Holbrook –
 - Status of Bank Account – \$78.00 was paid for the PO Box leaving a balance of \$574.08.
- 6. Old and Unfinished Business
 - A. North Byway Extension – Mike Palozzi and Bob Finck advised the biggest challenge is the Community Involvement Plan and identifying local businesses along the proposed extension for support letters so a draft letter is being prepared. A support letter was received from the National Park Service and additional local businesses are needed.
 - B. Level 2 Accreditation – The draft Volunteer Management Program and materials are being reviewed for input.
- 7. New Business – Mike inquired if doing a presentation at Leadership Brevard would be beneficial. Tim clarified that Leadership Brevard is typically based on personal improvement and growth.
- 8. Public comment – Bill Klein has attempted to do volunteer cleanup at the park in Titusville where the kiosk is (Kirk Point Park) and there is some question if it is the city’s or county’s responsibility. Marsha will research and get back to Bill. (NOTE: after the meeting Marsha determined the park is the City’s responsibility and Bill will contact the City.)
- 9. Adjournment at 11:32 a.m.

Next Meeting is: May 1, 2014, 10:00 am
Front Street Civic Center, 2205 South Front Street, Melbourne, FL 32901
Presentation: Julie A. Foster, Sustainability Program Manager, RE: City of Melbourne Car Charging Stations and Initiatives