



**Indian River Lagoon National Scenic Byway Coalition Meeting
Port Canaveral Exploration Tower, Port Canaveral, FL 32920**

November 6, 2014; 10:00 am

MEETING NOTES

1. Call to Order at 10:05 a.m./Roll Call/Introductions
Board of Directors:
Tim Ford, City of Palm Bay, President
Robert (Bob) Day, Vice President
Marsha Cantrell, Brevard County Parks and Recreation, Secretary
Board Members:
Beth Blackford
Members and Guests:
Darlene Hunt, Pine Island Preservation Society
Garry Balogh, FDOT-Deland
Ken Kasweck, Marine Resources Council
Kristin Swenson, City of Melbourne, Recreation Department
Lance Decuir, Atkins
Marlys Breckle, Volunteer
Mary Williams, Brevard County Parks and Recreation
Phil Davis, Sailforth Production
Stephanie Liskey, Sailforth Production
William Klein, Volunteer
Tara Ruch, Canaveral Port Authority
2. Approval of Minutes – No quorum present. October 2, 2014 meeting minutes not approved.
3. Presentation – Tara Ruch, Sales Marketing Manager, Canaveral Port Authority. The Exploration tower was completed on November 9, 2013. It is 7 stories with interactive exhibits, a roof with a view, floors dedicated to the Space Program and the history of the Port, an interesting film in an auditorium setting, a small café and a retail store. Tara played a video titled “Port Canaveral – Reaching Above & Beyond”. Port Canaveral is the 2nd busiest port in the world, it is expected to serve 5 million passengers annually by 2016, with 600,000 visitors annually, and is the gateway to the global marketplace as an intermodal port. Fuel is supplied to all of Florida including jet fuel to the airports and automobile gasoline stations. Cargo is expanding its cargo capabilities with construction of a new container terminal, new cargo berth, and recently acquired ship-to-shore harbor cranes. As a destination, it has more recreational opportunities than in all 15 Florida deep-water ports combined, with parks, boating, fishing, oceanfront beach, dining, biking, camping, and the new 7-story Exploration Tower attraction which is the first step in redeveloping the cove area. Port staff works with area hotels, ground transportation and business and industry partners to provide customer service for customers and visitors. The Port’s growth and success promotes more jobs and economic growth for the community. The vision of the Port is to be an economic

engine for Brevard County to serve simultaneously the cruise, cargo, recreational, and real estate needs to connect the world by sea with Central Florida.

4. Committee Reports

- Sustainability Committee – Teleconference call was held on October 30.
 - Kiosks – Unveiling of the first kiosk is tomorrow, November 7th at 5:00pm at the First Friday event at Pineapple Park in Eau Gallie.
 - Business Partner Program – Mike Palozzi and Karen Wilharm are reviewing the list of businesses from Corridor Solutions to set up a support folio for more kiosks, mobile apps, etc.
- Website Committee – (Nicole Holbrook absent) - Tim Ford provided Nicole’s website report from 10/4-11/3: 258 visits, 88.76% new visitors, #1 state was FL followed by GA, CA, NY, TX, NC, AZ, MO, PA, and AL. Average time on the site is 1.5 minutes and 2.5 pages visited. Top ten countries were US 83%, Brazil 4.8%, Canada 2.9%, UK 1.9%, Italy 1.29%, Spain .65%, Japan .65%, Puerto Rico .65%, Australia .32% and Chile .32%
 - On-line store – Smaller items are needed for the store; i.e., mugs, etc. Tim Ford passed around the embroidered logo and advised that Kathe Brewer paid the \$85 set-up fee for the logo as a donation.
- Social Media Coordinator – (Kathe Brewer absent) – Tim/Kathe/Marsha continue to post on Facebook.
- FDOT Scenic Byway Coordinator – Garry Balogh – DOT is accepting applications for a plant material grant for FY15/16 which begins July 1st for bigger trees on right-of-ways called the 1.5% grant on their website. MRC previously received this grant. Conceptual design is all that is needed. Contact Steve Smith at DOT. Ted Moorhead indicated to Garry that he would like the Lagoon House to have more interactive exhibits with emphasis on environment and history. The City of Palm Bay purchased the property with state grants and they are preparing a RFP for trails and are dealing with the homeless issue. Future needs: landscaping in the front, pedestrian access, parking on the south side closer to the building, bike racks, and signage. It was suggested to contact Florida Native agencies for maintenance grants and a volunteer program could be established.

5. Reports of Officers

- A. President – Tim Ford – Tim was contacted by a lady from Green Gables wanting a grant from the Coalition and he referred her to Garry.
 - 2015 Election of Officers and Board Members – Garry Balogh and Beth Blackford volunteered to serve as the Election Committee for the Officers and the two Directors with terms expiring.
- B. Vice President – Bob Day – Bob has a couple of events that he’ll be posting on Facebook.
- C. Secretary – Marsha Cantrell –
 - January 2015 Meeting – We typically meet the first Thursday of every month but in January it falls on New Year’s Day so the annual meeting will be on the second Thursday, January 8.

- “Adopt” a Meeting for 2015 – Meeting suggestions were made: Pine Island Sanctuary (Sams House) and Barrier Island Sanctuary. Sandy Mickey had previously volunteered to host the next North Area meeting at the Merritt Island Refuge. The North Area is defined as SR402 to Pineda Cswy., Central Area is Pineda Cswy. to Palm Bay, and South Area is Palm Bay to Wabasso Cswy.
- D. Treasurer – (Nicole Holbrook absent)
- Status of Bank Account – Tim Ford advised the bank balance is \$614.68.
6. Old and Unfinished Business
- North Byway Extension – Lance Decuir has the sign report drafted and will send to Garry Balogh. January 24th is the next Scenic Byway Committee Meeting and there are 3 corridors on the agenda.
 - Level 2 Accreditation – 2 items were sent to Corridor Solutions last Spring. The volunteer program is being finalized.
7. New Business – No Report
8. Public comment – No Report
9. Adjournment at 10:56 a.m.

Next Meeting is: December 4, 2014

The Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905

Presentation: Stephanie Liskey & Phil Davis, Sailforth Productions; RE: Byway Corridor Video