



Indian River Lagoon National Scenic Byway Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905
June 4, 2015; 10:00 am

MEETING NOTES

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

Board of Directors:

Tim Ford, Resident, President
Robert (Bob) Day, Resident, Vice President
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Community Advocate
Celeste Henry, City of Melbourne Beautification Environmental Advisory Committee

Members and Guests:

Anne Mayer, Marine Resources Council
Bonnie King, Space Coast Office of Tourism
Garry Balogh, FDOT District Five
Mark Herendeen, Melbourne Main Street
Marsha Cantrell
Mary Chapman, Marine Resources Council
Mike Palozzi, CBI
Phil Davis, Sailforth Productions
Stephanie Liskey, Sailforth Productions
Steve Holmes
Ted Moorhead, Marine Resources Council

2. Approval of Minutes – **No April 2015 available for approval.**
3. Presentation – Bonnie King, Space Coast Office of Tourism
4. Sailforth Video Preview: three of the eventual 12 short byway videos being produced by Sailforth were presented. These “draft” videos are already on the IRL YouTube channel. The Board will review the videos and provide comments by July 1.
5. Tim Ford has stepped down as the City of Palm Bay representative. Tim is willing to be President for the next several months. Attendees were reminded that there will not be a July Coalition meeting but the August meeting is still scheduled for 8/6. Beth has communicated with the City of Palm Bay about a replacement, with no word back from the City. Tim mentioned that all of the cities/counties should have at least one person to send to the Coalition meetings as representation. Marsha mentioned that Eric Garvey (Space Coast Office of Tourism) is the contact who should be responsible for identifying a TDC representatives to attend Coalition meetings. Greater Palm Bay Chamber of Commerce was also mentioned as a possible avenue to find representatives. Beth volunteered to contact the Chamber, follow up with the City of Palm Bay, and Vicki Northrup, City of Melbourne. Bob will contact Eric Garvey at the Space Coast Office of

Tourism upon his return from vacation. Students from the Florida Institute of Technology was suggested as a source of potential volunteers

6. Garry Balogh mentioned that this is the second largest Byway. He suggested the Coalition draft a letter to send to local governments and major stakeholders (i.e., Chambers of Commerce) to build a task force and meet (possibly in the Fall). Garry also suggested that Wanda Maloney of Corridor Solutions could be a resource for developing the letter.
7. Committee Reports
 - Sustainability Committee – Last meeting focused on Coalition leadership stabilization
 - Website Committee – Nicole Holbrook – Issue with email has been resolved. Google analytics: 925 sessions, 874 users, 1496 page views, average pages visited 1.62, 93% are new sessions; average time on site is 57 seconds; bounce rate is 71%.
 - On-line store –. Concern was expressed that the web site store has not been finalized. It was suggested that Café Press may be a better alternative. This will be discussed at July sustainability committee meeting. Palozzi to research what is required to establish Café Press as the online store provider
 - Social Media Coordinator – No report
 - FDOT Scenic Byway Coordinator – Garry Balogh mentioned that this would be his last IRLNSB Coalition meeting before his retirement. He informed the Coalition that the FDOT is in the middle of a hiring freeze and will not be replacing his position in the near future. For the time being, the District Scenic Highway Coordinator position will be overseen by consultant support staff to FDOT D5 (CBI, Atkins, Corridor Solutions, and TranSystems). Garry also advised that the Accreditation program is on hold, but that the Accreditation website and resources listed therein remain available for all not-for-profit organizations to utilize as they develop their organizations.
8. Reports of Officers
 - A. President – Tim Ford – No additional report
 - B. Vice President – Bob Day – No additional report
 - C. Secretary –
 - D. Treasurer – Nicole Holbrook – YTD financial statement for June 2015: No donations this year (so far); annual corporate dues and the PO Box and in-kind web maintenance. Variance of \$139.25 from proposed budget. Bank account: \$475.43.
9. Old and Unfinished Business – Mike Palozzi mentioned that the brochure revisions are underway and final edits will be brought to the next Sustainability committee meeting for approval.
10. New Business – No reports.
11. Public comment – No reports.
12. Adjournment at 11:00 a.m.

Next Meeting is: August 6, 2015
Port Canaveral Exploration Tower
670 Dave Nisbet Drive, Port Canaveral, FL 32920
Presentation: