

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
Sebastian River Chamber of Commerce, 700 Main St., Sebastian, FL 32958
September 1, 2016

Meeting Notes

1. Presentation: Starting at 10:01 a tour of the Pelican Porch Visitor Center was provided by Nicole Holbrook while waiting for a quorum to arrive. The new visitor center included a covered porch with rocking chairs and a mounted binoculars stand. Inside the visitor center Byway meeting attendees were shown a touch screen computer monitor kiosk where visitors could look at the byway webpage and other visitor information electronically, web cam monitors, a wall mounted video monitor that looped three (3) videos, maps on the wall and brochure racks with visitor information.

2. Call to Order – 10:17 a.m. /Roll Call/Introductions
Board of Directors:
Tim Ford, City of Titusville, President
Nicole Holbrook, Treasurer

Board Members:
Mary Chapman, St. Lucie County resident
Anne Mayer, Marine Resources Council
Beth Blackford, Palm Bay resident
Susan Adams, Fellsmere resident

Members/Guests:
Claudia Calzaretta, FDOT District 5 Scenic Highways Coordinator
Karen Ford, Atkins
Michael Palozzi, CB&I
Lisa Hickman, Space Coast TPO

3. Minutes – Minutes were omitted from the agenda and were not voted on.

4. IRLNSB Annual Work Plan 2017 – Mike Palozzi spoke about the Florida Department of Transportation's (FDOT) new streamlined guidance reporting process, which now includes an annual work plan along with the annual report. The work plan is to be a snapshot of what the byway organization will be working on in the upcoming year. The work plan is to serve as a planning tool for byway. Byway organization work plans are due to FDOT November 15, 2016. Mr. Palozzi and Karen Ford provided copies of a draft work plan for the attendees. The work plan had been sent to Board members via email. The draft work plan included what was believed to be a shortened revised mission statement. After some discussion it was determined that the shortened mission statement had already been adopted and was currently on the IRLNSB's web page. A motion was made by Nicole Holbrook to approve the draft work plan.

Anne Mayer seconded the motion. Board member Beth Blackford questioned some of the objectives in the Corridor Management Plan noted under Goal 1, Protect and Enhance the unique resources along the byway, in the work plan that the Coalition may need to become more political. Tim Ford noted that the Byway Coalition was formed with the caveat that it would not be a political group. Claudia Calzaretta stated that FDOT preferred that the byway organizations not become political and provided reasons. It was also noted that the Coalition's 501(c)3 status required that the organization not become political. The motion was approved unanimously. Mr. Palozzi and Mrs. Ford would provide the document to Tim Ford for his signature. Mr. Ford would then forward the document to the FDOT District 5 office.

5. Coalition Meeting Schedule/Guest Speakers – Tim Ford announced that Mary Chapman had secured a speaker to talk about “Living Shorelines” for the November 3, 2016 Coalition meeting at the Ted Moorhead Lagoon House Scenic Byway Welcome Center. Six (6) speakers were needed for the odd month meetings in 2017. Possible subjects included geocaching, microbreweries, Segway tours, Cocoa Village, Eau Gallie (EGAD), Greater Titusville Renaissance, etc. Members were asked to think about possible speakers for the 2017 calendar.
6. Byway – Suntree Rotary Kiosk at Rotary Park, Brevard County – Tim Ford informed the attendees that the Suntree Rotary had approved their budget with a donation to fund the installation of a kiosk at Rotary Park at US-1 and Suntree Boulevard. The Rotary wanted a Byway representative to attend one of their meetings where they would present at check to the Byway. Tim Ford said he would attend the future meeting and he would coordinate with the Rotary on the kiosk. Mike Palozzi said that the Byway needed the Rotary to provide literature regarding the Rotary's mission and anything else that could be used to create the graphics for one side of the kiosk. Board member Blackford asked if there were standards for the kiosk. It was noted that the Byway did have standard plans for the kiosk, which were taken from the Black Bear Scenic Byway.
7. Byway Map Display at the Ted Moorhead Lagoon House Scenic Byway Welcome Center – Tim Ford stated that the existing Scenic Byway map table at the Lagoon House had been dated and faded and needed to be replaced. Mr. Ford asked that the item be added as a project for the Coalition. It was noted that Sailforth Productions provided the Byway wall maps at the Pelican Porch Visitor Center and at the Fellsmere Visitor Center. The approximate cost of the map at the Pelican Porch Visitor Center was \$1,500. Discussion ensued regarding grants and donations to fund a new map. Member Anne Mayer was going to contact Sailforth to determine the cost of providing a map at the Lagoon House.
8. Committee Reports -
 - a. Website Committee – Nicole Capp-Holbrook provided an update on the analytics of the web page. The web page experienced 760 plus visits since the July meeting.
9. Report of Officers
 - a. President – Tim Ford announced that the organization was re-registered with the Florida Department of Agriculture for Small Charitable Organizations as required by the Solicitation of Contributions Act.
 - b. Vice President – No report

- c. Treasurer – Mrs. Holbrook reported that there was \$575.47 in the bank account. The account increased \$100 from the first of the year.
10. Florida Scenic Highways Program Update – Claudia Calzaretta and Mike Palozzi provided the following update:
- a. Grant Workshop – A Grant Workshop webinar for Byway members was scheduled for September 14, 2016. Three (3) speakers were on the agenda.
 - b. Signage Update – Missing signs had been installed in District 5. District 4 was working on installing signs in the State right of ways and providing signs to local jurisdictions for local designated right of ways. The overall assessment of the byway corridor had been completed and a sign plan was being finalized. There would be one (1) plan for both Districts 4 & 5.
 - c. Wildflower Symposium – A wildflower symposium is being held in Ocala – Silver Springs on September 23rd and 24th. Discussion ensued about the funds received from the wildflower license plate. Claudia was going to look into the creation of a scenic byway license plate.
 - d. A call had been received from a citizen about a concrete marker located along Rockledge Drive. It was determined that the monument noted that Rockledge Drive was designated a “Scenic Drive” by the State Legislature in 1965 prior to the Scenic Highway Program. Rockledge Drive was at one time a state road. The person who called FDOT was asking to see if the monument could be cleaned. The monument was in unincorporated Brevard County. Claudia was going to see if the County could clean it and if not maybe a volunteer effort could be arranged.
11. New Business – Beth Blackford mentioned that she had asked a representative of the Brevard Zoo to be a speaker at a future Byway meeting to talk about plans for an aquarium at Port Canaveral and how the aquarium could be a conservation hub. The speaker declined due to the item being in the early focus stage.
- Mary Chapman discussed the Big Blue Live Program in Monterey, California and how an aquarium and conservation program revived the fish decline that had occurred in that area.
12. Public Comment – There was no public comment.

The meeting adjourned at 11:30 a.m.