



**Indian River Lagoon National Scenic Byway Coalition Meeting  
The Ted Moorhead Lagoon House  
August 7, 2014; 10:00 am**

**MEETING MINUTES**

1. Call to Order at 10:03 a.m./Roll Call/Introductions –

**Board of Directors:**

Tim Ford, City of Palm Bay, President  
Marsha Cantrell, Brevard County Parks and Recreation, Secretary  
Nicole Holbrook, Sebastian River Chamber of Commerce, Treasurer

**Board Members:**

Beth Blackford  
Celeste Henry, City of Melbourne, Chairman, Beautification and Environmental Committee  
Kathe Brewer, Stand Out Swag  
Richard Stillwagon, City of Titusville

**Members and Guests:**

Garry Balogh, FDOT-Deland  
Kristin Swenson, City of Melbourne, Leisure Services  
Lance Decuir, Atkins  
Mary Williams, Brevard County Parks and Recreation  
Mike Palozzi, Shaw Engineering  
Nicholas Sanzone, MRC  
Robert Finck, Atkins  
Santee Dawdy  
Steve Dawdy  
Sandy Mickey, USFWS – Merritt Island National Wildlife Refuge  
Theresa Bassing, Reliance Trust Realty  
Vicky Dorman, Eau Gallie Arts District (EGAD)

2. Approval of Minutes – June 5, 2014 Meeting – **Beth Blackford made a motion to approve the June Minutes. Celeste Henry seconded the motion. Unanimously approved.**
3. Presentations – Lance Decuir, Project Manager at Atkins provided a presentation on the FDOT Project Development & Environment study for Malabar Road from Babcock Street to US1. It started a year and half ago and the purpose is to improve traffic flow and relieve congestion on Malabar Road. The west end has more traffic than the east to US1 where congestion drops off. They have prepared traffic projections, typical sections, and roadway alternatives; i.e. 4-laning, minimizing right-of-way and intersection improvements, as well as, access management, traffic operations/safety for enhanced bike and pedestrian facilities, and storm water management. They considered the environment, wildlife, the Malabar scrub sanctuary, parks, cultural and historical resources, wetlands, floodplains, noise impacts, air quality, and contamination. A Comparative Evaluation Matrix was completed for roadway build alternatives vs. no-build alternatives with social, cultural, natural and physical environment criteria and project costs. Segment 1 is for a 4-Lane Urban section from Babcock St. to Weber Road with a 4-lane divided urban typical section, 45 mph design speed, 114 ft. min. width, best fit to minimize impacts, with 5-ft. wide bike lanes

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and 5-ft. wide sidewalks on both sides. Segment 2 is for a 4-Lane Suburban section from Weber Road to Marie St. with a 4-lane divided suburban section, 55 mph design speed, 84 ft. min. width, partial No-Build past Corey Rd. up to Marie St. with a 10' wide Multi-Use Path. Segment 3 is for a 3-Lane Urban typical section in Downtown Malabar from Marie St. to US1 which will have 3-lanes with a center turn lane, 45 mph design speed, 74 ft. min. width, best fit to minimize impacts, and 5-ft wide bike lanes and 6-ft. wide sidewalks on both sides. Next steps are for a Public Hearing in Nov/Dec 2014, complete the environmental and engineering reports and obtain Federal Highway approval of the Location Design Concept in the Spring of 2015.

#### 4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on July 28, 2014.

- Kiosks – Vicky Dorman with the Eau Gallie Arts District is retiring October 1<sup>st</sup> and will complete the Pineapple Park kiosk by the end of September. The engineering firm has completed the design and is handling the city permitting and they have a construction firm on board. The graphics are drafted and being reviewed for a 2-sided kiosk. The Titusville kiosk has been on hold as the City is wanting to redesign the park. Richard Stillwagon will work on a temporary installation utilizing volunteers. Tim Ford received an email from Gannet that they will not have a summer grant award and they will include our grant application to fund two more kiosks in their next cycle.
- Business Partner Program –
  - Byway Buddies vs. LaGoonies – Discussion was held regarding promotional give aways; i.e., t-shirts, coffee cups, decals, window cling. **Beth motioned to substitute other promotional items in lieu of a t-shirt as a donor benefit to be decided in the future. Kathe Brewer seconded. Unanimously approved that t-shirts are out.**
  - Donation Levels and Sponsor Benefits – Beth motioned approval of the name Byway Buddies for the individual and business partners program. Motion died for lack of second. Lagoonies (small g) was suggested and that the name should focus on the lagoon. The name Byway Buddies didn't seem to capture the essence of the byway, the lagoon, or its resources. This item will be tabled and placed on the agenda for the next meeting.

B. Website Committee – Nicole Capp Holbrook – The website is live. Google is requiring us to have a privacy policy disclosing to visitors that third party vendors are collecting data. Costa suggested an attorney may be needed for the wording for the privacy policy. They provided Nicole with a link on how visitors can opt-out of the Google Analytics advertising feature through their settings, a list who the third parties are and how to identify cookies. Beth will research what other organizations have in place. Nicole will forward the Google email to the board members to review. The website master training will be August 12<sup>th</sup> at 10am. It was agreed that Kathe Brewer will be the website backup as the Social Media Coordinator. Vicky stated her husband may be interested in also being a backup. Nicole will draft a press release about the new website and coordinate with Tim.

- On-line store – Kathe has her website migrated over and it will be back to normal on Monday. The store will be up and running and live the middle of next week.

- C. Social Media Coordinator – Kathe reported Hootsuite is asking for an email address and name to sign up for a free account, which will give us 3 social media accounts at a time, allowing only 1 post a day, so she'll alternate posts. LinkedIn is holding steady but Facebook is averaging 5-6 Likes a week with 58 Likes since June and a total of 308. Please Like and invite your friends to Like the Facebook and LinkedIn pages.
  - D. FDOT Scenic Byway Coordinator – Garry Balogh – The Central office is continuing to revamp the annual report process based on a calendar year and to be more focused. The same with the 5-year Corridor Management Plan.
5. Reports of Officers
- A. President – Tim Ford – No report.
  - B. Vice President – Bob Day – Tim advised Bob was out of town.
  - C. Secretary – Marsha Cantrell – Sandy Mickey with Merritt Island National Wildlife Refuge advised they hosted the September 2013 meeting and had volunteered to host the September 2014 but it didn't get on the meeting calendar. They will be schedule again in 2015.
  - D. Treasurer – Nicole Capp Holbrook –
    - Status of Bank Account – The balance is \$674.08. In September, the \$72 website hosting fee will be due.
6. Old and Unfinished Business
- A. North Byway Extension – Volusia County officially approved their portion of the byway extension. We are still in need of letters from local businesses. The quarter management plan addendum is ready and the support letters will be attached. It will be submitted in the Winter or Spring at the latest.
  - B. Level 2 Accreditation – Nothing new to report.
7. New Business – Nicole distributed some of the newly printed brochures that corrected minor typos that the Indian River County TDC funded. The older brochures should still be distributed until they are gone. Sandy reported the NWRC has received funding for their new Visitors Center, but due to some issues it has rolled to 2017 to give them more time to design and build the new building. They are undergoing a conceptual plan in conjunction with a transportation plan that they've been working on for the last 9 months and should be final by the end of this year including a red safety audit expected in September by the FDOT. The location of the new building will be in the same general area across from the parking lot keeping the old one open during construction. Their Volunteer program is busier in the Summer than the Winter with 200 active volunteers and RV pads are available for volunteers who stay a minimum of 3 months in exchange for water, electrical and sewer. The volunteers help with their programs, educating, staffing the center, and providing maintenance on buildings, roads and levees.
8. Public comments – Marsha announced the next meeting will be September 4<sup>th</sup> at the Marsh Landing Restaurant in Fellsmere with 2 presentations: the National Elephant Center and the Fellsmere Visitors Center.
9. Adjournment at 11:55 a.m.

**Next Meeting is: September 4, 2014, 10:00 am**  
**Marsh Landing Restaurant, 44 N. Broadway, Fellsmere, FL 32948**  
**Presentation: Ginny Blossom, Development Director, RE: The National Elephant Center in Fellsmere;**  
**and Mark Mathes, City of Fellsmere, RE: Visitors Center**