

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting  
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905  
December 3, 2015

Meeting Notes

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

Board of Directors:

Tim Ford, City of Titusville, President

Robert Day, Resident, Vice President

Nicole Holbrook, Greater Sebastian River Chamber of Commerce, Treasurer

Board Members:

Beth Blackford, Palm Bay Resident

Celeste Henry, City of Melbourne Beautification

Members/Guests:

Ann Mayer, Marine Resources Council (MRC)

Michael Palozzi, CBI

Mary Chapman, St. Lucie Resident

Marsha Cantrell, Rockledge Resident

Steve Chalmers, MRC (Speaker)

2. Presentation – Steve Chalmers, MRC Board Member, gave a presentation on an idea he had to bring attention to the Lagoon watershed. Mr. Chalmers wants to raise awareness of the Lagoon watershed and how the watershed has expanded along with development over time. Mr. Chalmers idea is to create a Passport Program that highlights destinations that he termed a “String of Pearls” found around the Lagoon. The Passport would be similar to a regular passport and it would highlight a number of destinations that agreed to be part of the program, provide a map showing the destinations and a place where the destination can be stamped like a passport after a question about the destination has been answered. Websites of organizations that supported the program would have their websites printed in the passport. Rewards could be given to visitors that accumulate certain numbers of stamped destinations. A Lifetime Citizen of the Lagoon would be granted to someone who has visited all of the destinations in the passport. Discussion with questions and answers ensued. The consensus of the audience was that it was a great idea. Mr. Chalmers was looking for possibly a consortium of three (3) organizations to be involved with the program of which the Indian River Lagoon National Scenic Byway could be one of the organizations.
3. January Board Elections and Appointment of Officers – Tim Ford announced that there are four (4) Board Member seats up for election in January, 2016. The seats were Celeste Henry’s, and three (vacant) seats. The vacant seats had the following terms: one (1) was 2016; one (1) was 2017; and one (1) was 2018. Mr. Ford stated that Celeste Henry had agreed to re-up for another term and that he had verbal commitments from Mary Chapman, Marsha Cantrell and Anne Mayer for the other three (3) seats. Mr. Ford mentioned that once the Board Members were elected, Officers of the Board would be chosen from the Board Members per the Bylaws.

4. Mini-Signing Plan Update – Michael Palozzi gave an update on the status of the mini-signing plan. A complaint had been received regarding the scarcity of Scenic Byway designation signs in the Grant area on US-1. The Florida Department of Transportation (FDOT) Operations Divisions in FDOT Districts 4 (Indian River) & 5 (Brevard) were tasked with surveying US-1 from Cocoa to Wabasso to determine where signs are missing and or can be installed. The task request is going through the FDOT approval process and should begin in the near future.
5. Brochure Print Update – Mr. Ford stated that 38 boxes of brochures were delivered to the Spacecoast Tourist Development Office (TDC). The TDC said they did not have space to store the boxes and wanted the Coalition to pick up the boxes. The TDC stated that they would keep four (4) boxes and Tim said he would pick up four (4) boxes for distribution in North Brevard. There was a need for someone with a pick-up truck to pick up the boxes. Both Beth Blackford and Bob Day volunteered to pick up the boxes of brochures. Since Bob lived in the Cocoa area, he would pick up the boxes and deliver them to the Lagoon House and to the Greater Sebastian Chamber of Commerce. Nicole Holbrook and Marsha Cantrell stated that the TDC needed to keep more than four (4) boxes, as Visit Florida needed minimum of 5,000 brochures for the Florida Welcome Centers. Tim Ford was to meet with the TDC to make sure that kept enough brochures for their needs and then was to report to Bob Day as to the total number of boxes Bob was to pick-up.
6. Sustainability of the Coalition -
  - a. Mr. Ford brought up a proposal for the Coalition meetings to take place every other month starting in January and that the meetings be held principally at the Ted Moorhead Lagoon House with occasionally be held elsewhere for special occasions. The idea had been presented to Mr. Ford that by keeping the meetings centrally located and by meeting less that it made it easier for members to attend the meetings. Sustainability teleconference meetings would still be held monthly. A motion was made by Bob Day to hold Coalition meetings every odd month at the Lagoon House except for special occasions where the meeting could be moved to another location. Mary Chapman seconded the motion. The motion was unanimously approved.
7. Committee Reports -
  - a. Bylaw Revisions – A copy of the draft bylaw revisions had been sent to Coalition members ten (10) days prior the meeting so that the Coalition could vote on the revisions if the Coalition was okay with them. Mary Chapman provided an overview of the revisions, particularly the section dealing with who is a member and who is a Board Member and how elections should be held. After some questions and discussion, a motion was made by Bob Day to conceptually adopt the revisions to the bylaws with a clean final copy of the bylaws to be brought before the Board at the January meeting. The motion was seconded by Celeste Henry. The motion was unanimously approved.
  - b. Website Committee – Nicole Capp-Holbrook said there are some issues with some links on the website where some new documents such as the Business Partner Package cannot be linked. Nicole will get with Sailforth to see if it can be corrected and to upload the new brochure and the new video to the webpage. As Mrs. Capp-Holbrook had just got back from a conference the previous evening, there were no webpage metrics to report.
8. Report of Officers
  - a. President – Mr. Ford informed the members that the post office box was going to run out and that since the post office box has been used so infrequently and due to the cost that he recommended not renewing the box. It was noted that Coalition had put the Sebastian

Chamber of Commerce's address on the new brochure in preparation of not renewing the post office box. The consensus was to not renew the box.

Tim mentioned that he had a telephone interview scheduled for 1:30 pm that day with a travel writer who was contracted by Visit Florida to do stories about the Scenic Byways in the state. The writer was also going to interview Beth Mitchell of the Greater Sebastian Chamber of Commerce.

- b. Vice President – Bob Day announced a series of events happening in along the byway such as the holiday/Christmas parades, boat parades, the Surfing Santa's in Cocoa Beach and a Stand Up Paddle Board parade, and the Space Coast Birding Festival in Titusville in January.
  - c. Treasurer – Nicole Happ-Holbrook said that there was no change in the Coalition's bank account. The total amount in the account was \$475.47.
9. Florida Scenic Highways Program Update – Tim Ford informed the Coalition that the annual report to the FDOT is due February 1<sup>st</sup>. Tim stated that with all that has happened this year that the Coalition has completed three (3) projects (the northern loop extension, printing of updated brochures & the completion of the byway video) and have two (2) projects under-construction (Fellsmere Visitor Center and the Greater Sebastian River Chamber of Commerce Welcome Center addition). Nicole Capp-Holbrook added the creation of the on-line store was another project completed this year.
10. New Business - Tim Ford forgot to add under the President's Report that he was meeting with a potential donor in the late afternoon that he had a luncheon meeting with back in May with Beth Blackford and Vicky Dorman. Tim was now following back up with the potentially donor since due to his change of jobs and his recommitment as to the Coalition.

There was no Public Comment.

The meeting adjourned at 11:11 a.m.