

Indian River Lagoon National Scenic Byway (IRLNSB) Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway, NE, Palm Bay, FL 32905
November 5, 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:

Susan Adams, City of Fellsmere Mayor

Celeste Henry, City of Melbourne Beautification

Members/Guests:

Ann Mayer, Marine Resources Council

Karen Wilharm, Atkins Global

Beth Mitchell, Greater Sebastian River Chamber of Commerce CEO

Mary Chapman, St. Lucie Resident

Kim King-Wrenn, US. Fish & Wildlife

Nancy Peltonen, Greater Palm Bay Chamber of Commerce

Bryan Bobbitt, Keep Brevard Beautiful (KBB)

2. Presentation – Bryan Bobbitt, KBB, spoke about KBB and all of the programs that KBB provides, such as Adopt a Highway, Adopt a Shore, the Great American Clean-up, the St. Johns Clean-up, the Summer Series Clean-ups, Pick it up – Pack it up, etc. Mr. Bobbitt informed the coalition of the tons of trash picked up; the grant programs KBB has available; Pepper tree removal program; and the Pelly – Can Campaign, which is an educational campaign regarding litter and recycling.

3. Recap of the Northern Extension Sign Unveiling Ceremony - Tim Ford provided an update on the Northern Extension Scenic Byway Sign Unveiling Ceremony that was held on Thursday, October 29, 2015, at 5:30 p.m., in front of the Indian River Masonic Lodge, 19 N. Washington Avenue, Titusville, FL 32796. The Titusville Mayor, City Manager, City Staff, Coalition Members and Florida Department of Transportation reps were in attendance. A picture of the event was handed out at the meeting.

4. Finalize Byway Video – Tim Ford and Karen Wilharm stated that the 25 minute video has been completed. Sailforth Productions was working on one of the short videos. The video was posted by the Florida Scenic Highway organization on Facebook. Sailforth is working with the MRC to display the video at the Ted Moorhead Lagoon House. The video and short videos will be downloaded to the website and to the Coalition's Facebook page.

5. Sustainability of the Coalition – Tim Ford reminded attendees to invite people that they think would have an interest in getting involved with the Coalition promoting the IRLNSB corridor.

The Secretary Board Member vacancy was announced. Mr. Ford stated that he hoped that the position would be filled in the upcoming elections.

6. Committee Reports -

- a. Bylaw Revisions – The committee of Mary Chapman, Bob Day and Beth Mitchell met prior to the Coalition meeting. The committee has agreed upon revisions to the bylaws to clarify general membership versus Board Members and some other minor changes. Mary Chapman will try to get the proposed bylaw changes including the previous format changes in time for the December meeting.
- b. Website Committee – Nicole Capp-Holbrook said that Sailforth has taken over the in-kind website maintenance. The updated marketing documents (brochure & business partner package) will be uploaded along with the new video. Regarding the new store page, at least one item has been sold. It takes about 60 days to receive the funds from the sale.

7. Report of Officers

- a. President – Tim Ford updated the attendees on the printing of the revised Byway brochures. Mr. Ford mentioned that Nicole Holbrook and Karen Wilharm caught some over sights regarding the brochure cover not being the latest and the need to add Volusia County to the title. Nicole also mentioned that the fold out map has been moved from the rear of the brochure to the center of the brochure. 20,000 copies of the brochure will be printed. Mr. Ford stated that he would like to bring the idea of changing the meetings from monthly to every other month as an agenda item to the next meeting. Tim informed the Coalition that it was brought to the Coalitions attention that the town of Indian River Shores had requested the extension of the Byway south of the Wabasso Bridge back in 2006 however no one seems to recall the issue ever coming before the Board. Mike Palozzi, consultant for FDOT, has been asked to look into the matter. Lastly Mr. Ford asked attendees to send him any information on special events happening in the Corridor so he could post the information on the Byway’s Facebook page.
- b. Vice President – Bob Day announced a series of events happening in Cocoa Beach including the Cocoa Beach Art Festival. Mr. Day would email the information to Mr. Ford.
- 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. Anne Mayer asked if the Coalition had received her donation. Mr. Ford asked that the Coalition’s post office box be checked to see if Ms. Mayer’s donation was sitting in the box. Ms. Mayer said she would check her account to see if the check had cleared.

8. Florida Scenic Highways Program Update – Karen Wilharm stated that the FDOT Scenic Byway Annual Reports will be requested in early 2016, around February. Ms. Wilharm added that a mini-sign plan was being done after the Coalition was contacted about the lack of scenic highway signs in the Grant area.

9. New Business - Mary Chapman informed the members that Mr. Steve Chalmers, of the MRC, was working on a promotional piece called a “String of Pearls” that would encourage people to visit sites along the Byway. Mary was asked if she could get Mr. Chalmers to make presentation at the December meeting about his proposal.

There was no Public Comment.

The meeting adjourned at 10:55 a.m.