



**Indian River Lagoon National Scenic Byway Coalition Meeting
The Ted Moorhead Lagoon House, 3275 Dixie Highway NE, Palm Bay, FL 32905
October 2, 2014; 10:00 am**

MEETING MINUTES

1. Call to Order 10:09 a.m./Roll Call/Introductions

Board of Directors:

Tim Ford, City of Palm Bay, President
Robert (Bob) Day, Vice 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
Susan Adams, City of Fellsmere

Members and Guests:

Anne Mayer, Marine Resources Council
Garry Balogh, FDOT-Deland
Katrina Morrell, SCTPO
Kristin Swenson, City of Melbourne, Recreation Department
Lance Decuir, Atkins
Leigh Holt, SCTPO
Mary Williams, Brevard County Parks and Recreation
Mike Palozzi, CBI

2. Approval of Minutes – September 4, 2014 Meeting – **Susan Adams made a motion to approve the September Minutes. Celeste Henry seconded the motion. Unanimously approved.**
3. Presentation –
 - A. Leigh Holt, Space Coast Transportation Planning Organization, presented on the Brevard County Trails Update. The Space Coast Loop trail is made up of the East Central Florida Regional Rail Trail (ECFRRT) and the Kennedy Space Center Loop Trail for a total of 55 miles. It is part of the 275 mile Coast to Coast Loop Connector Trail that goes from St. Petersburg to Canaveral National Seashore. There is also the St. Johns River to Sea Loop that goes through 5 counties and the East Coast Greenway that goes from Maine to Key West. America's Great Outdoors is a promise to future generations to develop a 21st century conservation and recreation agenda of 100 places. The Max Brewer Bridge was voted one of the top 10 transportation projects in 2010. We have three national treasures on the byway: MI National Wildlife Refuge, Canaveral National Seashore, and NASA/Kennedy Space Center. The Governor approved appropriation in FY14/15 for construction of segments of the ECFRRT. Design will be in 2015 and construction in 2016.

The Northern Segment of the ECFRRT from Volusia County has a 5.5 mile rural segment and a 7.3 mile suburban segment. There is also a 1.4 mile DRAA Park segment, a .6 mile Titusville Crossover segment featuring a pedestrian bridge across SR406/Garden Street, and a 1.9 mile Downtown Connector segment. The Kennedy Space Center Trail feasibility study is nearing completion and the next phase will be the PD&E.

4. Committee Reports

- Sustainability Committee – Marsha Cantrell - Teleconference meeting was held September 23, 2014.
 - Kiosks – Vicky Dorman from EGAD advised by email that they received the permit for installation but it rained so construction was delayed. The graphics are complete and the unveiling will be November 7th at their Friday Fest.
 - Partner Name (Lagoonies) – Coalition previously agreed to use no name; donors will be called donors.
 - Donation Levels and Sponsor Benefits – The document was created in Corel Draw. Tim Ford will request the file and will forward to Kathe Brewer to update if she can obtain the software. Tim filed the state solicitation form as required by FSS 496 and we were determined to be exempt.
- Website Committee – Nicole Holbrook – A press release was drafted announcing the new website and online store when it is ready. Please forward any events to Nicole to be added to the website. Google analytical rankings for our website from Aug 31 – Sep 30 are 341 sessions, 1,119 page views, 3 minutes and 17 seconds average time on page, 47% bounce rate (go on a site and get off quick and is best to be under 50%), 84% were new sessions, 80% went to site directly, 82% from a mobile device, 44% are Male, 56% are Female, 27% are 55-64, 17% are 45-54 and 25% are 34-44. Top 10 Countries sessions following the U.S., Brazil, China, Russia and Canada. Top 10 States following FL, NY, CA, MA, UT. Top 10 Cities included the Space Coast area, Brevard and Indian River County, Treasure Coast, Port St. Lucie, and Winter Park and Gainesville.
 - On-line store – Kathe Brewer - there are 6-8 items for the online store and Kathe is looking for more items, i.e. license plates, holders, mugs, and had logo digitized for \$65.
- Social Media Coordinator – Kathe Brewer – Facebook has 400 members and she is still working on the LinkedIn page which has 30 members. Please forward events to Tim, Kathe, and Marsha to be posted on Facebook.
- FDOT Scenic Byway Coordinator – Garry Balogh – No funding at this time.

5. Reports of Officers

- A. President – Tim Ford – Attended a SME teleconference meeting on the 23rd and the annual report has been moved to calendar year and the forms are being worked on. The term CME is being phased out and Byway Organization will be used. Board elections for the Coalition are in January and Tim is looking for a volunteer to head up the Election Committee.
- B. Vice President – Bob Day – Bob coordinated the November Coalition meeting to be at the Port Canaveral Exploration Tower.
- C. Secretary – Marsha Cantrell – Marsha advised she has been the Coalition Secretary since day 1 and a replacement Secretary is needed.

- “Adopt” a Meeting for 2014 – The presentation for the December 4th meeting will be Stephanie Liskey and Phil Davis with Sailforth Productions at the Ted Moorhead Lagoon House.
- D. Treasurer – Nicole Holbrook
- Status of Bank Account – The bank balance is \$614.68 with no activity since last meeting.
6. Old and Unfinished Business
- North Byway Extension – Dixie Crossroads submitted a support letter and more support letters are needed. There will be a review cycle of the application, then to Garry for review before the January SHAC meeting.
 - Level 2 Accreditation – There are two items pending: the volunteer management plan and the training plan.
7. New Business – The City of Oak Hill wants to donate 2 acres of land to the River of Lakes Heritage Corridor Scenic Highway for a visitor’s center trailhead. This is a great opportunity for a Northern gateway connection to the Byway. On October 13th the River Lakes Board is going to vote to accept the donation and they will make a presentation to the City of Oak Hill.
8. Public comment – Beth Blackford met with Lisa Packard, new Director of EGAD, to discuss the volunteer program and provided her our info. Lisa is eager to work together on the program. November 7th is the unveiling of the EGAD kiosk.
9. Adjournment – 11:32 a.m.

Next Meeting is: November 6, 2014
Port Canaveral Exploration Tower
670 Dave Nisbet Drive, Port Canaveral, FL 32920
Presentation: Tara Ruch, Canaveral Port Authority