



**Indian River Lagoon National Scenic Byway Coalition Meeting  
The Ted Moorhead Lagoon House – 3275 Dixie Highway NE, Palm Bay, FL 32905  
February 6, 2014; 10:00 am**

**MEETING MINUTES**

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

**Board of Directors:**

Tim Ford, President  
Marsha Cantrell, Brevard County Parks and Recreation – Secretary  
Nicole Capp Holbrook, Sebastian Area Chamber of Commerce – Treasurer

**Board Members:**

Beth Blackford  
Celeste Henry, The Old Pineapple Inn  
Kathe Brewer, Stand Out Swag, LLC  
Richard Stillwagon, City of Titusville  
Susan Adams, City of Fellsmere

**Members and Guests:**

Chris Kane, MRC  
Deidre Jackson, Space Coast Office of Tourism  
Gail Meredith, MRC  
Garry Balogh, FDOT  
Mary Williams, Brevard County Parks and Recreation  
Robert Finck, Jr., Atkins North America, Inc.  
Vicky Dorman, Eau Gallie Art District  
Vince Lamb, Florida Wildflower Foundation  
Mike Palozzi, Shaw Engineering

2. Approval of Minutes – January 9, 2014 Meeting – **Richard Stillwagon made a motion to approve the January Minutes. Celeste Henry seconded the motion. Unanimously approved.**
3. Presentation – Vicky Dorman, Eau Gallie Main Street, has been Executive Director since last July. She is a 6<sup>th</sup> generation Floridian who left this area in 1967 to live in West Virginia and she has returned to this area after her husband's retirement. EGAD stands for Eau Gallie Arts District, and their mission is to revitalize the Eau Gallie Main Street. They have recently reconstituted the economic development committee for the planning of events and reorganization. One of the major pillars they are looking to promote is the IRL's uniqueness and diversity and they want to help the Coalition get our information out. They have shops, restaurants, galleries, history and a riverside park. There are several events each year: every first Friday a Friday Arts Walk; February 15<sup>th</sup> is the 4<sup>th</sup> Annual Founder's Day Fish Fry; March 29<sup>th</sup> & 30<sup>th</sup> the 2<sup>nd</sup> Annual *EGAD in Bloom* event. They will provide a free tent at the events for non-profit organizations. They have a brand new website at [www.EauGallieArts.com](http://www.EauGallieArts.com) that averages 86 hits a day and they would like to add a section on the IRL. Their newsletter goes out to 910 people around the 20<sup>th</sup> of every month so any suggested articles should be emailed to her by the 10<sup>th</sup> of each month. Their office is across the street from Ace Hardware. EGAD use to be a mercantile association but has been an Arts District

Main Street program since 2010 with a focus on revitalizing the arts. The Main Street designation is more about the revitalization and not the arts but paying great attention to the arts. FL Tech is a platinum sponsor as is Victoria's Landing. There is a need for more businesses to provide people more options and for EGAD to become a destination. She requested a copy of the kiosk graphics and to send to [info@eaugalliearts.com](mailto:info@eaugalliearts.com). It was suggested the graphics could be posted in window fronts of unoccupied stores. Bob Finck will email Vicky the graphics and she'll post it on their website/facebook pages and she will also display at events. Discussion was held about the possibility of EGAD sponsoring a kiosk and Bob will also supply that information to Vicky.

#### 4. Committee Reports

A. Sustainability Committee – Marsha Cantrell – Teleconference meeting was held on January 30<sup>th</sup>. All Directors will be invited to participate in future meetings typically held monthly for one hour to discuss issues to not bog down the Coalition's regular meetings.

- Donor Plan – Tim Ford received an email from Corridor Solutions offering an advertising campaign. First task in generating income from our website is to provide our website analytics, distribution list, Facebook and other info. The level of exposure, fees, duration of ad, and billing will need to be determined. **Susan Adams made a motion to approve the website advertising campaign and Richard Stillwagon seconded the motion. Unanimously approved.** Marsha Cantrell will forward last year's web statistics and the most current distribution to Tim by Friday; Tim has access to the Facebook info.
- Kiosk and Mobile Phone App – Tim Ford advised the Gannet grant for kiosks, submitted in August, was a very competitive process and our grant was not approved. We will resubmit for their February cycle. Richard Stillwagon presented the Titusville kiosk graphics and advised it needed to be laminated to limit sun damage and fading. Kiosks in the Central and South areas will continue to be pursued. Susan Adams advised that the Marsh Landing Restaurant and the Visitor's Center would like to have a kiosk. It was noted the kiosk budget needed to be adjusted from \$1,400 to \$2,000 on the budget sheet.

B. Website Committee – Nicole Capp Holbrook – There was 656 visits from Jan 5<sup>th</sup> to Feb 4<sup>th</sup>, 2,095 page views, 3.5 average pages visited, 86% new visitors, US had 603 visitors, Canada with 15, UK with 9, Indian with 7 and Germany with 3. There were 428 visitors from FL and a few from GA, MN, PA, TX, CA, SC, MA and NJ as the top states. FL top cities were Vero Beach, Melbourne, Sebastian, Palm Bay, Hialeah, Port St. Lucie, Goldenrod, Fort Pierce, Orlando, Lake Worth, Celebration, Indialantic, and Rockledge. Nicole showed some web pages she received from Kelly Gaines (Costa) and will forward the test links for the new website for feedback. Kelly plans to launch the new website after she attends our next meeting in March. We will be able to edit the map and it will include the Titusville extension. The Kids Corner page needs more information. Bob Day previously provided a coloring book and word search examples from the SJRWMD website. Deidre Jackson requested a copy of the coloring book. Tim suggested having Eau Gallie as a separate community with a link to EGAD.

- On-line store – Kathe Brewer sent pictures of products to Costa to post on the online store page. They are trying to get the product to zoom and show a description. She needs a logo of IRLNSB that Mike Palozzi will provide. It was discussed a simplified logo

would be needed for embroidery using similar colors and that the regular logo could be used for screen prints. Kathe will send proof before anything is actually produced.

- C. FDOT Scenic Byway Coordinator – Garry Balogh reported the Scenic Highway Advisory Committee (SHAC) met on January 29<sup>th</sup> in Tallahassee comprised of state federal agencies; Federal Highways, Visit Florida, FDEP, and the Department of State. 1<sup>st</sup> item on the Agenda was the Northern Extension and they approved it with comments.
5. Reports of Officers
  - A. President – Tim Ford – The By-Laws require an Annual Report and the information is the same as the Non-Profit Annual Report previously drafted including these accomplishments: initiated upgrades to our website, reprinting of our informational brochures, initiated the design of the visitor informational facility in Fellsmere area, remained a 501c3, kept clean with the IRS, ongoing membership drive and major donor plan, continued active speakers bureau, establishment of guest lecturers series, initiated efforts of Level 2 Byway Accreditation, and created graphics for the Titusville kiosk. Tim filed the Department of State Non-Profit Report and donated the required fee.
  - B. Vice President – Bob Day – Absent.
  - C. Secretary – Marsha Cantrell – Received emails from a few members who were not going to attend today.
    - “Adopt” a Meeting for 2014 – Still need adoptions.
  - D. Treasurer – Nicole Capp Holbrook –
    - Status of Bank Account – No activity since last meeting leaving the balance of \$652.08.
6. Old and Unfinished Business
  - A. North Byway Extension – Bob Finck reported the Scenic Highway Advisory Committee (SHAC) was very complimentary of the North Byway Extension document and was approved with some comments: more local business support letters and involvement, continue agency support, and coordination with Volusia County. Things to consider would be to update the community participation program and to begin a list of potential supporters for the gathering of support letters. The next SHAC meeting is in April and it may be a tight schedule to get them into the next approval process.
  - B. Level 2 Accreditation – Tim Ford reported he sent in the 2014 calendar, work-plan for the year, and will send in the Annual Report. We are about 20% complete.
7. New Business –
  - A. Social Media Coordinator – This was placed on the agenda by the Sustainability Committee. Kathe Brewer advised she did some research into social media management websites like [www.Hootsuite.com](http://www.Hootsuite.com). We have a Facebook page and can create a LinkedIn and a Twitter account. There is a [www.meetup.com](http://www.meetup.com) site which is \$72 for a year subscription or \$18/month. Kathe volunteered to be the Social Media Coordinator and everyone expressed their thanks.
8. Public comment – No public reports.
9. Adjournment at 11:20 a.m.

**Next Meeting is: March 6, 2014, 10:00 am**

**Harry T. and Harriette V. Moore Complex, 2180 Freedom Avenue, Mims, Florida 32754  
Presentation: Juanita Barton, RE: Tour of the Harry T. and Harriette V. Moore Complex**

[www.indianriverlagoonbyway.com](http://www.indianriverlagoonbyway.com)

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