



Scenic Sumter Heritage Byway  
**Byway Organization Meeting**  
Minutes – August 20, 2019 - 11:00 AM  
UF/IFAS Extension Office  
7620 SE 471, Suite 2, Bushnell, FL

- I. Call to Order and introduction of guests:** Meeting was called to order by Secretary/Treasurer, Dawn Cary. Others in attendance include: Claudia Calzeretta (FDOT); Martin Steele (Private Citizen); Emily Cary (Director); Mike Palozzi (Atkins Group); Deborah Hollingsworth (The Baker House and Author of Haunted Sumter County); Pam Jones (Congressman Daniel Webster); and Donna Lester (UF/IFAS Extension).
- II. Review of July 16, 2019 Meeting Minutes** – Martin Steele mad a motion to approve. Emily Cary 2<sup>nd</sup>. Approved as is.
- III. Treasurer’s Report**-Dawn reported the July report. Beginning balance as of July 1, 2019 \$4580.04.75 with one deposit of \$40.00 2018 Cow Chip Bingo donation, leaving an ending balance as of July 31, 2019 of \$4620.04. Martin Steele made a motion to approve. Emily Cary 2<sup>nd</sup>. Approved as is.
- IV. CME Working Committees**–Committee reports are follows:
  - A. Transportation Alternative Program (Exit 309 Project)**-A Go Fund Me account has been set up. Campaign is currently being developed to boost the fundraising. Mike passed out an old Florida Senate Report from 2011 which was a guideline to designating a name for overpasses. It was indicated that local legislative support was helpful in designations. Discussed contacting Brett Hage to see if there was an interest. Also discussed a Phase II to our Exit 309 Project with possible wayfinding projects and sponsorship opportunities.
- V. Byway Partners/Business Sponsorship Program**
  - A. Retractable Banners**-Mike presented final drafts. Ready for formatting.
  - B. Kiosk Plan**-currently working on content for the Sumterville kiosk at the Community Center.
  - C. Abraham’s Town Wayfinding Signs (471)**-Dawn contacting Deborah Snyder for an update.
- VI. Media Updates**
  - A. Social Media**-Facebook friends up to 781. .
  - B. Marketing Materials**-Final brochure ready for printing.
  - C. Volunteer Video Campaign**-Christy not present to update analytics

**D. Student Recruitment Posters**-Mike delivered to the Villages Charter School and South Sumter. Will be delivering to Wildwood Middle High School. Discussed devising a list of volunteer opportunities for students.

**VII. Upcoming/Past Events**

**A.** Bushnell Fall Fest and Cow Chip Bingo-October 19, 2019

**B.** Annual Dinner-Wednesday, October 16, 2019 at Catfish Johnny's. Richard Baier to be our guest speaker.

**VIII. Florida Scenic Highways Program Report-Mike Palozzi and Claudia Calzaretta**

**A. FSHP Statewide Team Transition**-Annual Workplan is due November 15, 2019.

**B. FSHP Statewide Meeting**-Scheduled for September 25-26, 2019 in Debarry, FL.

**IX. Public Comment/Round Table Discussion**- Discussion on future guest speakers. Linden Grey, Jim Davis and Beverly Steele were a few to contact. Deborah Hollingsworth discussed upcoming events at The Baker House.

**X. Adjournment-12:15 p.m. Next Meeting September 17, 2019 at the Bushnell City Hall, Bushnell, FL.**