



Scenic Sumter Heritage Byway  
**Byway Organization Meeting**  
Minutes – December 11, 2018 - 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 Chair, Martin Steele. Others in attendance include: Mike Palozzi (Atkins); Dawn Cary (Secretary/Treasurer); Donna Lester (UF/IFAS); Christy Smiley (Private Citizen); Michael Harris (City of Webster); and Claudia Calzaretta (FDOT District 5).
- II. **Review of November 20, 2018 Meeting Minutes** – Motion made by Christy to accept the November minutes; Michael Harris 2<sup>nd</sup>. Approved as is.
- III. **Treasurer’s Report**-Dawn reported that she forgot the November Treasurer’s Report. Tabled until January 15, 2019 meeting.
- IV. **CME Working Committees**–Committee reports are follows:
  - A. **Organizational Sustainability**-Mike discussed the Visit Florida membership and the benefits we have received from it and how we have taken advantage of some opportunities that the membership has offered. Martin suggested sending an email to Jeff Caster to see if there are any plans on renewing memberships for the state byways in 2019. Also Mike suggested having a key speaker at our 2019 meeting to attract better attendance. Mike passed out a rough draft of speaker ideas. Claudia indicated that Dr. Hodges was tentatively planning on attending the January meeting to discuss the final results. Claudia to find out if he is planning on attending before scheduling a speaker for that month. Martin also asked if we can see about having a meeting in Lake Panasoffkee at the Library. Dawn to contact the person in charge.
  - B. **SSHB Economic Assessment Update**-Dr. Hodges expected to attend our January 2019 meeting to discuss final results from the study.
  - C. **Transportation Alternative Program (Exit 309 Project)** –Claudia confirmed that the state will not fund the feasibility study as it does not meet their specifications of projects that they typically fund. She suggested we enter a public comment on the District Five Project Planning site indicating the interest in our project and the benefits.
- V. **Byway Partners/Business Sponsorship Program**
  - A. **Kiosk Location Update**-Martin has materials to frame out board at the Farmer’s Restaurant. We are currently devising a donation letter to SECO Energy in hopes they will fund the materials for our Sumterville kiosk location.
  - B. **Donor Brick Program**-Still One order in que.

**VI. 2019 Board of Director Slate**-Nomination for Chair: Judie Mueller; Vice Chair: Dan McCormic; Secretary/Treasurer: Dawn Cary. New Director Position: Emily Cary. Christy made a motion to approve. Michael Harris 2<sup>nd</sup>. All in favor.

**VII. Media Updates**

**A. Social Media**-Facebook friends up to 685.

**B. Marketing Materials**- We will finalize all changes on brochure on January 8, 2019.

**C. Visit Florida Grant**-Dawn and Mike will be submitting grant for Retractable Banners in January 2019. Christy made a motion to approve the grant. Michael Harris 2<sup>nd</sup>. Approved as is.

**VIII. Upcoming/Past Events**

**A.** Dade Battlefield Reenactment-Dawn and Christy to set up a table.

**B.** The Villages Homeowner's Association Hoe Down-Saturday, February 9, 2019-Dawn to judge Cow Chip Bingo events (two separate events that day) in exchange for booth.

**C.** Clays2Raise Fundraiser-March 30, 2019-Deposit made on the event. Marketing materials, Social Media campaign and Website Registration is set up. Dawn to check on possible advertising opportunities with a remote event with K-Country.

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

1. Claudia reported that Secretary Mike Dew has retired and Secretary Eric Fenneman has taken his position.

2. **2019 District V Byway Forum**-March 28, 2019.

3. **Annual Report**-due February 1, 2019 to Wanda Maloney. Claudia would like to review mid-January. Claudia indicated that we should focus on stats including ones from our Economic Assessment study to include in the report.

**X. Public Comment/Round Table Discussion**-Claudia reminded everyone to turn in events to Stephanie Liskey so she can put on the Florida Scenic Highways website.

**XI. Adjournment-Next Meeting January 15, 2019 at Webster Community Center, Webster, FL.**