



**Scenic Sumter Heritage Byway  
Corridor Management Entity (CME)**  
Minutes – January 15, 2014 11:00 AM  
Dade Battlefield Historic State Park  
7620 SR477200 CR 603, Bushnell, FL 33513

- I. Call to Order and introduction of guests:** Meeting was called to order by Joyce Hanson (VFW Post #10137). Others in attendance included, Paul Remis (City of Webster, Dade Battlefield SP, Sumter Historic Society); Dawn Cary (Sumter County Chamber of Commerce), Bob Finck (Atkins N.A.); Steve Rinck (Dade Battlefield Historic Society); Garry Balogh (FDOT); Scott Cottrell (SCPW); Gayle Teerman (SCORE and Native Americans); Joan Carter (FDOT); Ellen Didion (Sumter Sunshine Community Foundation); and Kelly Williams (City of Webster).
- II. Review of December 18, 2013 Minutes** – Paul Remis made a motion to approve and Gayle Teerman seconded.
- III. Officer Elections**-Quorum was needed to vote the 2014 officers in. Dan McCormic, Chair; Joyce Hanson, Vice Chair; and Dawn Cary, Secretary/Treasurer. Nominations requested. None given. Elected by acclamation. Board of Directors present and no opposition.
- IV. Sumter Chamber Annual Awards Dinner-Jan. 24**–The SSHB byway was selected as the winner of the Non-Profit Business Award. Dan McCormic to accept the award on behalf of the byway.
- V. Byway Partners/Business Sponsorship Program** (Kelly)
  - A.** Florida Grand presentation report from January 9<sup>th</sup>-Judie Mueller and Kelly Williams attended their meeting and presented the Byway Slide Show Presentation. Handed out materials. They were very receptive.
  - B.** Chamber Map participation details-\$325.00 for a spot on the map.
  - C.** Discover Sumter website-Christy Smiley wants to work with us on making sure all businesses on the byway are included on their website with the joint effort of the byway when we do our visits.
  - D.** Treasurer’s Report to begin as part of the Accreditation Process. Bob to send Dawn a template.
  - E.** Volunteer Hours will start to be recorded for the Accreditation Process. Spreadsheets are available to help keep track.
- VI. Dade Battlefield Reenactment Event Report** (Joyce)-We had good participation over the weekend with volunteers and crowds. Joyce spoke with a few vendors that were there to see if they would like to participate with our Designation Celebration/Ribbon Cutting. She got a good response.

## **VII. Marketing Committee/Designation Celebration Planning**

**A. Invitations**-Email reminders were sent out the second week of January.

### **B. Advertising**

1. Press Release complete (a copy was attached to the agenda). FDOT scheduled their release for weekend of the 18<sup>th</sup>.
2. Event flyers have been printed and distributed. Distribution list was passed out and discussed. Key areas throughout the county were included.
3. Radio advertising-Paul spoke to WVLG and gave them a copy of the release.

### **C. Program Schedule**-Dan to be the Master of Ceremonies

1. Dignitary Breakfast/Reception 8:30 – 9:00 AM. Judie Mueller to handle details.
2. ROTC-Pledge/Presentation of Colors 9:00 – 9:15 AM. Joyce Hanson to handle details.
3. Welcome comments, Speakers and Ribbon Cutting 9:15 – 10:00 AM. Dawn to do an agenda for the presentation.
4. Historic Back in Time Presentation and Business Expo 10:00 AM to 1:00 PM

**D. Other Materials** needed-Ribbon, PA System, Laptop and Sign-In sheets.

### **E. Food**

1. J&B Sales-all set for their smaller trailer. RSVP 200 attendees/20 Free drink Tickets.
2. Dignitary Reception-will provide coffee and Danish for the dignitaries prior to the program in the Lodge. Planning for 50 people.

**F. Logo Items**- Hats/Visors. Decided on a \$12.00 Donation.

**VIII. Signing Plan Update** – Signs have been delivered to the FDOT Leesburg Office. The County will begin installing immediately with the coordination of the FDOT.

**IX. Farm Bureau**– Dawn received an email stating that we could reschedule a time for the presentation in March.

**X. Florida Scenic Highways Program Report** – Garry reported that the Accreditation Training Workshop is set for Tuesday, February 25, 2014. Kelly confirmed that the Webster City Hall is available.

**XI. Public Comment/Round Table Discussion**-Discussed insurance needs to the CME group and byway. Received a quote from Angela Taylor of Frank Slaughter Insurance for the event and for a year-long policy. Steve Rinck stated that we would fall under the State's policy since the event is being held on state property. There will be paperwork that the CME will need to sign. Decided to table the Insurance needs for a future date.

## **XII. Adjournment**

Respectfully submitted by: Dawn A. Cary, Secretary/Treasurer