



Scenic Sumter Heritage Byway
Corridor Management Entity (CME)
Minutes – March 19, 2014 @ 11:00 AM
Webster City Hall
49 SE 1st Street, Webster, FL

- I. Call to Order and introduction of guests:** Meeting was called to order by Dan McCormic, Chairman. Others in attendance included, Joyce Hanson (VFW Post #10137); Paul Remis (City of Webster, Dade Battlefield SP, Sumter Historic Society); Dawn Cary (Sumter County Chamber of Commerce), Bob Finck (Atkins N.A.); Mike Palozzi (CB&I); Gayle Teerman (SCORE and Native Americans); Joan Carter (FDOT D5) and Garry Balogh (FDOT).
- II. Review of February 19, 2014 Minutes** – Paul made a motion to approve as is. Joyce Hanson seconded it.
- III. Treasurer’s Report**-Beginning Balance as of February 1, 2014 is \$2210.91 and ending balance was \$1670.22. Seven expenditures in the month of February. Donation received in the amount of \$250.00 and hat/visor donations of \$58.00. Joyce made a motion to approve as is. Paul seconded it. Bob reported that the IRS still is in the process of approving our 501C3 designation and that they are behind and it could take up to another few months.
- IV. CME Working Committees**–Committee chairs were assigned. As follows:
 - A. Membership/Volunteer** -committee to work on increasing membership and volunteers. Discussion on how to best go out and market our byway and to be consistent in the presentations. Chair Joyce.
 - B. Marketing/Event Planning**-to work on fundraising. Chairs Kelly Williams and Judie Mueller.
 - C. Sustainability/Accreditation**-will begin working on this for accreditation. This committee would work on the level one of the accreditation process at our own pace. Chair Dawn.
 - D. Special Projects**-to work on special projects that will involve grant writing and special funding. Chair Dawn.
 - E. Monthly Meeting Days**-it was discussed that participation has decreased due to member’s work schedules and commitments. Alternative days were discussed to present to the active members of the CME to see if their schedules would permit better participation. Dawn to send out an email to see what dates are preferred. Days are 2nd Thursday; 3rd Tuesday or 4th Tuesday.
- V. Byway Partners/Business Sponsorship Program**
 - A. Leesburg Bike Fest**- decided not to participate with a booth due to the cost. However, an advertising opportunity from the Daily Commercial presented itself with the opportunity of reaching over 50,000 participants of the Bike Fest. Group decided on a

full page ad with the cost of \$700.00. Paul made a motion to run the ad and Joyce seconded it.

- B.** Chamber Map participation-we are set to be in the Chamber map.
- C.** Farm Bureau presentation-Dan to make the presentation on March 20, 2014 and will report next meeting.
- D.** Webster Travel Park-was cancelled due to park residents leaving for North early.
- E.** Website-waiting on our non-profit designation and then will be able to set up a website with Dream Host at no cost. Bob to check with the IRS on the status of our designation.
- F.** Sumter County Fair-had a table that was set up by UF/IFAS and manned by Paul throughout times during the week. Received some email signups.
- G.** Byway Logo Items-Gayle presented the different options available. Tabled for next month.

VI. Adopt-A-Highway Cleanup Date – March 22, 2014 at 9:00 a.m. Will meet at the National Cemetery. Discussion made on bringing your own pick-up sticks.

VII. Wildflower Plantings- Gayle prepared a grant for \$500.00 and consulted with Brooke Moffis on suggested plants to use. It was decided to consult with the county on the logistics of plantings and the FDOT program that was recently approved by the State on Wildflower plantings to see what the options were.

VIII. Florida Scenic Highways Program Report –Garry and Joan discussed what the FDOT’s participation is with the Coast to Coast trail and Rural studies and the local grant writing that is available.

IX. Public Comment/Round Table Discussion-Joyce was contacted by Brenda Locklear of the Sumter County Times and business owner in Sumter County. She is interested in writing a book on the byway. Bob will provide her the information that she has requested.

X. Adjournment