



Scenic Sumter Heritage Byway

Corridor Management Entity (CME)

Minutes –April 19, 2016 - 11:00 AM

UF/IFAS Extension Office

7620 SE CR 471, Suite 2

Bushnell, FL

- I. **Call to Order and introduction of guests:** Meeting was called to order by Chair, Judie Mueller (Webster Postmaster). Others in attendance include Martin Steel (Vice Chair and Sumter County Times); Mike Palozzi (CB&I); Dawn Cary (Secretary/Treasurer and Great Lakes Carpet); Claudia Calzaretta (FDOT); Karen Ford (Atkins N.A.) Paul Remis (Dade Battlefield Historic Society); Joan Carter (FDOT) and Ellen Didion (Sumter Sunshine Foundation).
- II. **Review of March 15, 2016 Minutes** – Mike Palozzi made a motion to approve and Martin Steele 2nd. Approved as is.
- III. **Treasurer’s Report**-Beginning Balance as of 3/1/16 is \$3,261.77. Ending balance as of 3/31/16 is \$ 3,261.77. No donations or expenditures. Martin Steele made a motion to approve; Ellen Didion 2nd. Approved as is.
- IV. **CME Working Committees**–Committee reports are follows:
 - A. Organizational Sustainability-Letters ready to mail.
 - B. Coast to Coast Connector Update-Judie went to the Pasco meeting. There was talk of other trail opportunities coming through their county and as they would have to take over maintenance of the Sumter gap if the trail ran in the south end, they decided to wait for the other trails. The Sumter County Board of Commissioners offered support for maintenance only if the trail ran in the northern alternative routes.
 - C. Transportation Alternative Program-Dawn and Judie met with Pamela Richmond and Jennifer from Kittleson Engineers, regarding the project. They indicated that it would be around two weeks for a rough draft concept to be done, along with application to be presented.
- V. **Byway Partners/Business Sponsorship Program**
 - A. Kiosks-Mike reported that he had heard from Louis Reis that plans will be presented to the county any day. Talked about the fading problems of graphics with the Florida sun. It was suggested to use UV ray protector plexiglass to extend the life.
 - B. Donor Brick Program-Dawn received the disclaimer from Rich Baier and will have Emily add it to the brochure. It will then be distributed to the email list and Facebook.
 - C. Business Sponsor updates-discussed CEMEX and their Earth day that they hold every year.

VI. Media Updates

- A. Social Media-reported on the 570 current numbers of followers on Facebook.
- B. FSHP 20th Annual Social Media Campaign-July 1, 2016 has now been designated as the official FSHP Day. The SSHB will be featured in a social media campaign the week of July 27, 2016. Encouraged to use the hash tag #FLScenic when posting on social media.
- C. Newsletter Content-Dawn still working on. Will have draft available at the next meeting.

VII. Upcoming Events

- A. Baker House Historic Festival-April 30, 10-4 pm. Judie Mueller volunteered to run the booth that day. Martin Steele offered to help when he wasn't covering the event for the Sumter Times.
- B. Antique Appraisal Fair, January 21, 2017-Belevedere Library, The Villages-Dawn waiting on a confirmation from Chris Dudley.

VIII. Florida Scenic Highways Program Report- Claudia Calzaretta reported that the FSHP will be delivering the Annual Report by June 1, 2016. Mike Palozzi discussed some grant opportunities available and the possibility of an upcoming grant writing webinar. SHAC meeting to be held April 28, 2016 as a webinar between 1-2 p.m.

IX. Public Comment/Round Table Discussion-Joan indicated that geocaching was becoming popular throughout the state. Martin indicated that there are some spots along the route that we clean up, by the Florida National Cemetery. Judie shared a rack card from the west coast that featured all the area things to do. Suggested we do something like that to have available at the motels and bed and breakfast Inns for distribution. Judie also indicated that the Visit Florida Magazine did not have anything in it about the FSHP.

X. Adjournment-Next Meeting May 17, 2016 at the Webster Community Center.