



Scenic Sumter Heritage Byway

Corridor Management Entity (CME)

Minutes –June 21, 2016 - 11:00 AM

Dade Battlefield Historic State Park

7200 SR 603

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 Steele (Vice Chair and Sumter County Times); Mike Palozzi (CB&I); Dawn Cary (Secretary/Treasurer and Great Lakes Carpet); Claudia Calzaretta (FDOT); Kelly Williams (Mayor of City of Webster); Tom Reed (The Villages Evening Rotary); Richard Baier (Sumter County Public Works); Shawn Miller (Sumter County Public Works); Michael Woods (LSMPO); and Chris Daun (Halifax Heritage Byway).
- II. **Review of April 19, 2016 Minutes** – Kelly Williams made a motion to approve and Richard Baier 2nd. Approved as is.
- III. **Treasurer’s Report**-Beginning Balance as of 5/1/16 is \$3,058.51. Ending balance as of 5/31/16 is \$ 3,058.51. Expenditure of \$61.25 for FL Dept. of State Filing. No donations or expenditures. Martin Steele made a motion to approve; Kelly Williams 2nd. Approved as is.
- IV. **CME Working Committees**–Committee reports are follows:
 - A. Organizational Sustainability-Mike discussed getting a 12-18 month plan together next month. List bullet points of projects we feel will be completed in 2017.
 - B. Coast to Coast Connector Update-Kelly discussed the webinar that the Coast to Coast Connector Trail Stakeholders held in late March and how a new logo was selected and approved. Discussed wayfinding signs on the trail and that a company is being considered for soliciting sponsors to cover the costs. These proposed signs include a Wi-Fi hotspot on each sign, offering the visitor an opportunity to download amenities that are in the area. The byway organization discussed the County’s position on maintenance and sponsors listed. The group felt they would be better off purchasing their own enhanced wayfinding signs in addition to what the FDOT provides. Their website, www.c2connector.org offers up to date status on the feasibility study.
 - C. Transportation Alternative Program-Dawn to email the letter to Judie to sign and Kelly would take to her meeting at the MPO. Updated the new guests on the Exit 309 I-75 project. Chris Daun indicated that there may be an opportunity with the local garden club to have a Blue Star Memorial Highway marker/sign to be put on the Veteran’s Memorial Highway off the exit.
 - D. Grant Writing Committee-Mike reported that a webinar on grant writing would be sponsored by the FSHP in September. He presented a couple grant opportunities available: A NHPRC grant and a Historic Preservation grant for written materials. Grant recipients in the past have received \$50,000 to \$500,000 in funds. Sumter

County has received funds for renovation of the historic courthouse in Bushnell as did the Center Hill High School building (which has since been torn down).

V. Byway Partners/Business Sponsorship Program

- A. Kiosks-Dawn spoke with Ro-Mac earlier in the day and gave them a copy of the graphics. She sent him the material list and based on what their possible material donation may be, will approach another donor. Mike Woods indicated that the Black Bear Byway has erected 12 kiosks since their program began and that they were constructed in his garage and put up by volunteers.
- B. Donor Brick Program-Dawn reported that five bricks have been purchased and Kelly brought up the possibility of raffling off a brick at one of our upcoming events as a fundraiser.
- C. Business Sponsor updates-none to report.

VI. Media Updates

- A. Social Media-reported on the 582 current 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. Mike noted that the FDOT is sponsoring a byway photography contest as part of the year-long anniversary celebration. Dawn to share the Photography contest link on the byway's social media.
- C. Newsletter Content-Dawn working on. The Linden picnic to be our spotlight for the summer issue. Other news articles welcome.
- D. Marketing Materials-Ride Sumter card to be updated with current information. Mike has collected the requested changes from the byway for the Visit Florida byway article. He recommended that Judie submit them to Wanda Maloney and request that Visit Florida website be updated accordingly.

VII. Upcoming Events

- A. Adopt-A-Highway cleanup to be moved to Saturday, July 23, 2016 due to other community events happening in June.
- B. Antique Appraisal Fair, January 21, 2017-Belevedere Library, The Villages-Dawn to contact Chris Dudley to see if we can get a commitment from her.

VIII. Florida Scenic Highways Program Report-Mike passed out some copies of the FSHP Annual Report, which is smaller in content from last year and doesn't include updates on each byway. It was noted that this report could be a good byway marketing tool. Additional copies can be downloaded from the FSHP website.

IX. Public Comment/Round Table Discussion-Martin asked Richard Baier if he knew of any cultural grants that the county may have given out in the past. He indicated that only Tourism grants have been funded that meets the required heads to beds criteria.

X. Adjournment-Next Meeting July 19, 2016 at the Bushnell City Hall.

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