



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes –December 12, 2017 - 11:00 AM
UF/IFAS Extension Office
SR 471, Bushnell, FL

- I. **Call to Order and introduction of guests:** Meeting was called to order by Chair, Kelly Williams (Private Citizen). Others in attendance include: Mike Palozzi (Atkins); Martin Steele (Vice Chair); Dawn Cary (Secretary); Jada Glover (Sumter County Board of County Commissioners); Donna Lester (Sumter Extension); Karen Cloud (Sumter County Historical Society) and Claudia Calzarette (FDOT/FSHP).
- II. **Review of November 21, 2017 Minutes** – Approval to be moved to next month since minutes were not prepared.
- III. **Treasurer’s Report**-Judie Mueller was absent and no changes from prior month.
- IV. **CME Working Committees**–Committee reports are follows:
 - A. **Organizational Sustainability-**
 1. Visit Florida membership-We applied for the Hurricane Irma special and received a free membership to March 2018. We also applied for a Targeted Marketing Assistance Program grant through Visit Florida where we would target the byway and the agricultural aspects of the county. Upon hearing if we are being considered for this grant in the spring, we are able to take advantage of the \$149.00 membership special for the next 12 months of membership.
 - B. **Transportation Alternative Program (Exit 309 Project)** –Claudia indicated there is no change in our priority ranking due to some deferment of funds for other programs. Vicky Wyche is no longer our Lake Sumter MPO liaison. Kayleen Hamilton has taken her place.
 - C. **Economic Assessment of SSHB Update**-Dr. Hodges and his team visited the Webster Flea Market the past Monday and procured 27 surveys. Their next event will be at the Dade Battlefield Reenactment.
- V. **Byway Partners/Business Sponsorship Program**
 - A. **Kiosk Location Update**-the Farmer’s Market kiosk board has been delivered and will be put on the wall of the Farmer’s Market restaurant. Martin Steele has been in contact with the VanFleet Trail administrator’s and they are on board with us placing information in their current kiosk on property at the trail head off Highway 50.
 - B. **Donor Brick Program**-currently only one brick in que for ordering. We need 10. Suggested everyone talk to their friends and families about ordering for Christmas gifts.
- VI. **Media Updates**

- A. **Social Media**-Facebook friends up to 619.
- B. **Ride Sumter Card**- ready for print. Dawn to contact Dave's Cycles and Lucky Cycles to see if they are interested in becoming a sponsor.

VII. Upcoming Events

- A. **Dade Battlefield Reenactment**-January 6-7, 2018. Judie, Dawn and Kelly to man the booth.
- B. **VHA Hoe Down**-Saturday, January 27, 2018. In exchange for our booth, we will judge the cow chip bingo event they are holding.
- C. **Sumter Strong Trash Pickup**-discussed naming it something else. It would be a collective source of nonprofits and community organizations coming together on one day and doing a cleanup on a stretch of mile(s) along the byway. Dawn to get with Jackey Jackson on the logistics and legalities of this event.

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

- 1. **Annual Report**-Dawn to get the annual report to Claudia prior to December 15, 2017 so that she can review before turning in to Wanda Maloney in February 2018. Discussed how some questions are repetitive and vague in terms of result measurements.
- 2. **FSHP Discussion Forum**-held on Monday, December 11, 2017 in the evening. Kelly participated in the call. Trying to plan a state-wide FSHP Forum to possibly be held in Central Florida.

IX. Public Comment/Round Table Discussion-Kelly reiterated that we should begin our Show and Tell segment during our monthly membership meetings. They will be no longer than 5 minutes. Also discussed coming up with the speaker ideas for the upcoming year. Discussed our rotation of meeting locations. Dawn to see if the Sumter County Chamber of Commerce in Lake Panasoffkee would be a possible site, as well as the Villages Service Center in Wildwood.

X. Adjournment-Next Meeting January 16, 2018 at Webster Community Center in Webster, FL.