



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes –February 20, 2018 - 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 Vice Chair, Martin Steele. Others in attendance include: Mike Palozzi (Atkins); Dawn Cary (Secretary); Joan Carter (FDOT); Karen Ford (Atkins); Karen Cloud (Sumter County Historical Society) and Claudia Calzaretta (FDOT/FSHP).
- II. **Review of January 16, 2018 Meeting Minutes** – Martin Steele made a motion to approve. Karen Cloud 2nd. All in favor.
- III. **Treasurer’s Report**-No report presented.
- IV. **CME Working Committees**–Committee reports are follows:
 - A. **Organizational Sustainability**-Visit Florida conducting a phone interview as part of the Agri-tourism grant on February 16, 2018, which Martin Steele, Mike Palozzi and Karen Ford participated in the phone call. Visit Florida requested to review any marketing materials which we may have as a courtesy. Martin was impressed that they sent the edits back so quick and feels this was a benefit of our membership with Visit Florida.
 - B. **Transportation Alternative Program (Exit 309 Project)** –Claudia indicated that the project is still on hold and that a lot of projects did not receive funding this year as was anticipated due to possible delays of projects due to Hurricane Irma.
 - C. **Economic Assessment of SSHB Update**-Claudia updated the attendees on the purpose and overview of the study. The focus group interviews that were scheduled for February have been pushed back to March as could not get a good enough participation due to vacations. Results are now on schedule for a June 2018 delivery date.
 - D. **Cross Promotional Marketing**-Dawn spoke to Gator World and gave them a sponsorship package. They are interested in partnering with us.
- V. **2018 Board of Director Elections**-Approved as is. Nominations for future board members are open.
- VI. **Byway Partners/Business Sponsorship Program**
 - A. **Kiosk Location Update**-Mike presented the graphics for the Van Fleet Trailhead kiosk which is ready to print. Also discussed a possible ribbon cutting for the Farmer’s Market Restaurant graphics when installed.

B. Donor Brick Program-nothing new to report. Members were encouraged to secure donations.

VII. Media Updates

A. Social Media-Facebook friends up to 624.

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.

VIII. Upcoming Events

A. VHA Hoe Down-Saturday, January 27, 2018. Dawn spoke with a representative from Black Kow about a presentation of their sponsorship sign possibly at an upcoming chamber event.

B. Baker House Historical Festival-Dawn indicated that Erika Corley had nothing on the events schedule.

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

1. District 5 Byway Forum-Scheduled for March 9, 2018 at the Deland offices. An email will be forthcoming with lunch selections.

2. Florida Tourism Day-Hosted by Visit Florida on January 18, 2018 in Tallahassee. Dawn reported that her and Kelly attended and it went very well with the Secretary of Transportation at the FDOT, as well with meeting with Senator Dennis Baxley and Senator Keith Perry.

X. Public Comment/Round Table Discussion-It was learned that the Bushnell City Manager, Bruce Hickle passed away over a week ago from Flu like symptoms. Karen Cloud reported that the Abraham's Town Historical Market is due to be delivered next week. She is working on a presentation and gathering to commemorate this event.

XI. Adjournment-Next Meeting March 20, 2018 at Sumter County Government Annex of Pinellas, The Villages, FL.