



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes –July 18, 2017 - 11:00 AM
Bushnell City Hall

- I. Call to Order and introduction of guests:** Meeting was called to order by Chair, Kelly Williams (Private Citizen). Others in attendance include: Joan Carter, FDOT District Five Bicycle-Pedestrian Coordinator, Claudia Calzaretta, FDOT District Five Scenic Highways Coordinator, Martin Steele, Vice Chair, Private Citizen, Karen Cloud, Dade Battlefield Society, Mike Palozzi, Atkins North America/FDOT D5 Consultant, Ellen Didion, Sumter Sunshine Community Foundation, Kelly Marcoux, City of Bushnell, Jackey Jackson, Sumter County Public Works, Dan McCormic, Explore Sumter County, Karen Ford, Atkins North America/FDOT D5 Consultant, and Judie Mueller, Treasurer, Webster Post Office. Paul Remis, City of Webster, and Dawn Cary, Secretary, Great Lakes Carpet came in late.
- II. May and June Minutes Approval:** Dan Motion; Martin Second.
- III. Treasurer’s Report**-\$27.00 discrepancy still being addressed. Judie and Kelly reported bank will charge \$2 per page to print bank statements. Dan Motion; Jackey Second.
- IV. CME Working Committees**–Committee reports are follows:
 - A. Organizational Sustainability**- Mike reported that the Board manual update for the byway organization is underway.
 - B. Coast-to-Coast:**
 - As part of this agenda item Kelly first reported that she, Judie and others represented the byway organization at the SR 50 Widening Project Development & Environment (PD&E) Study Public Workshops that were held on July 11th and 13th in Mascotte and Ridge Manor. These meeting served as an opportunity to collect community input on the study and the current alignments being considered by FDOT. Kelly noted that the SR 50 PD&E Study intersects the Coast-to-Coast South Sumter Connector Trail Alternative C.
 - Kelly also noted that the next step of the Coast-to-Coast Trail (PD&E) study is currently underway. Both Kelly and Judie reiterated their concerns over the alignment that was recommended during the feasibility/preliminary assessment phase and now being carried into PD&E. Both Kelly and Judie commented that they were of the understanding that a preferred alignment was not official until PD&E was complete and that the kick-off was not predetermined during the PD&E.
 - Neither Claudia nor Joan Carter were part of the FDOT Coast to Coast project team and had not seen a final copy of the *Alternatives Analysis Report*, but Claudia promised to get back to the group at a future meeting to update them on the decision-making process that took

place and the current project status. Joan advised Kelly to write a letter to FDOT outlining her concerns on the findings of the analysis report.

- Mike recommended that the byway organization needs to stay engaged in the FDOT project development processes for both projects as they proceed.

- C. **Exit 309-** Currently awaiting an update from the MPO on where this project will fall on the projects priority list. Currently it is priority #9 and project supporters need to express their desire that it move higher on the County's priority list. Mike provided an update on the I-75 Landscaping Project for Exits 309 and 314. The contractor is Arazoza Brothers Landscaping, construction will begin July 20, 2017 and have a construction duration of 200 days.

V. **Byway Partners/Business Sponsorship Program**

- A. **Kiosk Program-** Mike provided an update on the SSHB kiosk program effort: Sumter County Farmer's Market panel to be installed on the wall of the Market Restaurant, and the panel that is being designed for the I-75 northbound rest area (south of Exit 309 / Florida National Cemetery Interchange) are currently under design. Preliminary concepts were presented to the Marketing committee last week. Draft II of the graphics will be presented at the next Marketing meeting for review/comment.
- B. **Future Kiosk Locations-** Martin reported that coordination is currently underway with Lucinda Williams and the park manager for the panel to be installed at the James A. Van Fleet State Trail Trailhead. The existing structure was recently cleaned up to accommodate the panels.
- C. **Kiosk Structure Design-** Jackey mentioned that he met with Louis Reis of BMA Consulting to discuss future designs of kiosk structures in Sumter County, and he noted that Louis' final approved design will be utilized for future kiosks
- D. **Historical Markers-** Karen Cloud updated the group that the Department of State Historic Marker Program returned changes to the write-up for the Abram's Town Historical Markers for the Sumter County Historical Society to address. The Historical Society is currently working to make the changes to their text for resubmittal to the Department of State.

VI. **Media Updates**

- A. **Social Media/Website-** No update.
- B. **Marketing Materials-** The group discussed the need for more brochures to be printed in anticipation of the fall events season. The brochure and itinerary may need to be updated before reprinting. It was discussed that members would approach potential partners (i.e., SECO) to sponsor copies of the brochure in exchange for adding the sponsor's logo to the brochures/itineraries.
- C. **Ride Sumter Card-** The final version of the card is with the byway organization. Discussion took place of which vendor will print and which funds will be allocated to printing the cards. Kelly mentioned that Dawn has several vendor contacts for printing quotes.

VII. **Past/Upcoming Events**

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

- A. **Annual Dinner Meeting** will be held on October 11th from 5:30-7:00 p.m. at Catfish Johnny's Restaurant. Guest speakers at the meeting and invitees were discussed. Elected officials (Senators, Representatives, Commissioners, etc.) were among those to be invited to this meeting. It was also discussed that Jada from the Sumter County economic development office be invited as a guest speaker to talk about the economic impacts in Sumter County.
- B. **Bushnell Fall Festival**- Cow Chip Bingo will take place at this event. Judie will handle getting a cow for this event. Mike proposed that the byway create a special edition brochure to honor the Bushnell Fall Festival annual event and see about getting sponsorship from one of the main sponsors and/or the City of Bushnell (possibly Black Cow Corp).

VIII. Florida Scenic Highways Program Report- Claudia Calzaretta

- a. **2018 Work Plan**- Claudia and Mike updated the byway organization on the upcoming program requirement due in mid-November. The 2018 Work Plan takes a look at the organization's mission, vision and goals, updates the list of accomplishments in 2017, and sets a set of projects to accomplish in 2018.
- b. **FDOT District Scenic Highway Coordinators Meeting**- Claudia updated the group on some of the items that were discussed at the DSHC meeting on 7/17/17. Among the discussion was projects taking place on byways and recruitment strategies that the byway organizations can use to broaden their membership base.

I. Adjournment-Next Meeting August 15, 2017 at UF/IFAS Sumter County Fairgrounds in Bushnell, Florida.