



Scenic Sumter Heritage Byway

Byway Organization Meeting

Minutes –July 19, 2016 - 11:00 AM

Bushnell City Hall

117 E. Joe P. Strickland Avenue

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); Dan McCormic (Past Chair and Explore Sumter); Jim Veal, Sr. (PanaVista Lodge); Steve Rinck (Dade Battlefield Historic Society); Kelly Williams (Mayor, City of Webster); Mike Palozzi (CB&I); Claudia Calzaretta (FDOT); Lorena Cucek (FDOT), Christina Dixon (City of Bushnell); Susan Preil (Atkins); Karen Ford (Atkins); Mike Woods (Lake~Sumter MPO); Jackey Jackson (Sumter County Public Works); Leon Haddock (VFW 10137); Glenn Martz (VFW 10137).
- II. **Review of June 21, 2016 Minutes** – Jackey Jackson made a motion to approve and Mike Woods 2nd. Approved as is.
- III. **Treasurer’s Report**-Beginning Balance as of 6/1/16 is \$3,058.51. Ending balance as of 6/30/16 is \$ 3,058.51. No Expenditures or Donations. IRS Form 990-N was filed. Jackey Jackson made a motion to approve. Mike Woods 2nd. Approved as is.
- IV. **Guest Speaker: Amanda Hardeman, State Folklorist, Florida Division of Historical Resources.** Ms. Hardeman’s presentation focused on Florida Folk Life and creating a sense of community pride through cultural understanding. Ms. Hardeman’s information resonated strongly with the Byway to capture Sumter County’s history and cultural heritage. One of the primary methods of documenting history is to conduct a series of interviews with local residents. Ms. Hardeman suggested not only asking some of the elder generations to lend their voice to the history of Sumter County, but to also ask some of the newcomers to provide a sense of how the community has changed; or better, how Sumter County’s cultural history (cattle, farming, fishing, etc.) has shaped the community today. Additional guidance was provided for conducting interviews with locals in the future, and Ms. Hardeman said that she would be happy to review interviews or provide any guidance needed to the byway organization in the future. It was discussed that this could be a Work Plan project for 2017.
 - A. It was suggested that a special Oral Histories Meeting take place in the near future to pull a plan together for this upcoming project. This topic will be added to the August Committee/Marketing Meeting agenda.
- V. **CME Working Committees**–Committee reports are follows:
 - A. **Organizational Sustainability**-Some comeback letters have gone out.

- B. Coast to Coast Connector Update-**The request for proposal (RFP) for the project development and environment (PD&E) study is in August. Two companies interested in working on the project have contacted the City of Webster. Notice to proceed is set for December 2016/January 2017. Lorena Cucek gave a quick overview of
- C. Transportation Alternative Program (Exit 309 Project) –** The byway organization submitted their letter of support. Pam Richmond sent a copy of the application to Kelly Williams. Judie Mueller formally introduced the attendees from VFW 10137. She invited them to introduce the premise of the Exit 309 project and asked if the VFW would provide a letter of support for the project. Marsha Martz offered to prepare a letter of support on VFW letterhead to send to the byway organization. Mike Palozzi and Karen Ford committed to pulling a template letter of support for Judie to send to Marsha for her use. Karen committed to send Judie a Byway Information Package to give to the VFW.
- D. Grant Writing Committee-** Mike announced that a Grant Writing Webinar would be hosted by the state on September 14th from 11:00 a.m. to 1:00 p.m. Details are to be determined.

VI. Byway Partners/Business Sponsorship Program

- A. Kiosk Program-** Dawn received a quote from RoMac. An email response was sent back for possible donation of materials. Dawn will contact Sparr. More information at the next byway organization meeting in August. Karen Ford brought example 11x17 kiosk panel graphics for Judie Mueller to use when approaching potential donors. Martin Steele talked about the potential kiosk location at the bus shelter near Bushnell City Hall. Martin has spoken with Mr. Hickle, Bushnell City Manager and he is in favor of utilizing the existing bulletin board in the bus shelter to hold a SSHB kiosk graphic. Martin also presented example cases that he found online to hold the graphic at the bus shelter. The graphic will be further discussed at the Committee Chairs/Marketing meeting in August.
- B. Donor Brick Program-** The latest brick purchase was by the Sumter Sunshine Community Foundation. Mike Woods asked the group if they send donation receipts when bricks are purchased and added that it is good business practice to send donation receipts for donors to file with their tax returns. Karen Ford and Mike Palozzi committed to pulling together a draft donor acknowledgement letter for the byway to distribute to individuals and organizations who purchase bricks.
- C. Stories from the Road-** The byway discussed an upcoming work plan project to document the history and cultural heritage of Sumter County by conducting a series of interviews draft titled “Stories from the Road”. A special meeting will be held in the coming months to discuss this project further in depth. It was recommended that members who are well-versed in the history of Sumter County take the lead on this project.
- D. Looking Back: Sumter County Book Re-print-** Mike Palozzi announced that there are two methods to re-printing the book: non-destructive and destructive (less expensive). Dan McCormic offered to donate his copy of *Looking Back: Sumter County* to be re-printed using either method. Jackey Jackson suggested that the re-

prints can be advertised and sold as part of a fundraiser for the Byway. Mike Palozzi will e-mail re-print prices to the Board for review.

VII. Media Updates

- A. FSHP 20th Annual Social Media Campaign-** Mike Palozzi announced the Florida Scenic Highways Program Photography Contest. The current theme is “Natural Beauty”. Mike encouraged the group to submit photos for the contest. Winners will receive annual passes to Florida State Parks. Scenic Sumter’s Week of Recognition will be held from July 27-August 10.
- B. Newsletter Content-** Draft of the summer edition is still in progress. The group discussed content. It was suggested that a recap of the Linden Picnic be included. Martin Steele wrote an article for the newspaper about this picnic and will draft a summary for the SSHB newsletter. It was all suggested that an Exit 309 project facts article and promotion for the Donor Brick Program be added to the newsletter to promote the project and gain support from the community. It was also suggested that the annual meeting be advertised in the summer newsletter (in addition to being added to the newsletter email blast) to promote the meeting held in September.
- C. Marketing Materials-** The group is reviewing the Ride Sumter postcard text and will provide comments by the August Committee/Marketing meeting.

VIII. Upcoming Events

- A. Scenic Sumter Heritage Byway Annual Meeting-** Will be held September 14th from 5-7 p.m. at Catfish Johnny’s Restaurant (2396 N. Hwy 470, Lake Panasoffkee, FL 33538).
- B. Adopt-a-Highway Clean-up-** Held Saturday, July 23rd. Volunteers collect litter along a two mile stretch of CR 476B (Veterans Memorial Highway). The final event for 2016 will be held in the fall (date to be determined).
- C. Antique Appraisal Fair, January 21, 2017-**Belevedere Library, The Villages-Dawn indicated that Chris Dudley has not confirmed yet.
- D. Spoonbills & Sprockets (5th Annual) hosted by A1A Scenic & Historic Coastal Byway-** Claudia Calzaretta announced an annual event that the A1A Scenic & Historic Coastal Byway hosts in November. Held on Sunday, November 6th. Members of the SSHB are encouraged to volunteer at this event (water table). It was suggested that volunteers from SSHB might consider distributing Donor Brick flyers to cyclists stopping for water to promote the Byway’s Kiosk Program.

IX. Florida Scenic Highways Program Report- Claudia Calzaretta announced that the 2015 Florida Scenic Highways Annual Report is available on the FSHP website. Claudia also announced the Spoonbills & Sprockets event. Kelly Williams added that she was aware of cycling events such as this, and the group may consider hosting their own in the future.

X. Adjournment-Next Meeting August 16, 2016 at the UF IFAS Extension Office.