



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes –March 20, 2018 - 11:00 AM
The Villages Sumter County Service Center
7375 Powell Road, Wildwood, 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); Dr. Alan Hodges (UF); Karen Ford (Atkins); Judie Mueller (Treasurer and Webster Postmaster); Christy Smiley (Tangent Media) and Claudia Calzaretta (FDOT/FSHP).
- II. **2018 Board of Director Nomination and Approval-**Christy and Doug Smiley were nominated to serve on the board. Martin made a motion and Dawn Cary 2nd. Approved as is.
- III. **Review of February 20, 2018 Meeting Minutes** – Christy Smiley made a motion to approve. Martin Steele 2nd. All in favor. Approved as is.
- IV. **Treasurer’s Report-**Judie reported that the beginning balance as of 1/1/18 was \$1,711.28 with deposits of \$1,316.00 and no expenditures, leaving an ending balance as of 1/31/18 of \$3,027.28. Beginning balance as of 2/1/18 was \$3,027.28 with no deposits or expenditures leaving an ending balance as of 2/28/18 of \$3,027.28. The IRS 990 and the Dept of Agriculture filing were completed in February 2018. Dawn will complete the Sunbiz State filing prior to May 1, 2018. Dawn working on 2018 budget. Dawn made a motion to approve the Treasurer’s report. Christy Smiley approved. All in favor. Approved as is.
- V. **CME Working Committees**–Committee reports are follows:
 - A. **Organizational Sustainability-**Martin went over some emails from Visit Florida with the group.
 - B. **Transportation Alternative Program (Exit 309 Project)** –Received an email from the county verifying that the plans are being evaluated by the state and county. Discussed the importance of involving Congressman Daniel Webster, who is a part of the Federal Transportation Infrastructure committee, as being a viable liason as we near the study phase of the project and to make sure he is well versed on the FSHP and understand the value of it.
 - C. **Economic Assessment of SSHB Update-**Dr. Alan Hodges from UF reviewed the progress of the assessment and summarized the survey questions and some early results. Also reviewed the first focus group meeting which was held Saturday, March 17, 2018.
 - D. **Cross Promotional Marketing-**Dawn to work on updating the website with the assistance of Christy Smiley and begin to add business sponsor links.

VI. Byway Partners/Business Sponsorship Program

- A. Kiosk Location Update**-Mike delivered the Farm Market Restaurant's and the Van Fleet Trailhead graphics are in production.
- B. Donor Brick Program**-nothing new to report. Members were encouraged to secure donations.

VII. Media Updates

- A. Social Media**-Facebook friends up to 628.
- B. Ride Sumter Card**- ready for print.

VIII. Upcoming/Past Events

- A. VHA Hoe Down**-District V Byway Forum, March 8, 2018. Claudia was very pleased with the day's program and is looking for feedback. The PowerPoints presented will be made available.
- B. Abraham's Town Historical Marker Dedication**-April 10, 2018 at the corner of 471 and 567 (Fortune Teller Road) Parking encouraged in the adjoining hay field. SSHB along with Explore Sumter split the costs of printed napkins for the event and reception.

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

- 1. District 5 Byway Forum**-Claudia covered earlier in agenda.
- 2. State Byway Forum**-coming up in May 17, 2018 at the Hopkins Hall in Lake Helen. Registration coming out soon.

X. Public Comment/Round Table Discussion-Discussed the history of Fortune Teller Road with the help of Martin Steele and Judy Mueller.

XI. Adjournment-Next Meeting April 17, 2018 at The Bushnell City Hall, The Bushnell, FL.