



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes – June 19, 2019 - 11:00 AM
Great Lakes Carpet & Tile Board Room
850 S. Main, Wildwood, FL 34785

- I. **Call to Order and introduction of guests:** Meeting was called to order by Chair, Judie Mueller. Others in attendance include: Mike Palozzi (Atkins); Dawn Cary (Secretary/Treasurer); Claudia Calzeretta (FDOT); Martin Steele (Private Citizen); Christy Smiley (Director); Carol Nichols (Private Citizen); Emily Cary (Director); Deborah Hollingsworth (Baker House and Haunted Sumter); and Mary Brasher (Coastal Angler Magazine).
- II. **Review of May 21, 2019 Meeting Minutes** –Ellen Didion made a motion to accept the minutes as it. Martin Steel 2nd. Approved as is.
- III. **Treasurer’s Report**-Dawn left the May report at home; will approve in July.
- IV. **CME Working Committees**–Committee reports are follows:
 - A. **Kiosk Plan Update**-Sumterville. Dan working on content. Mike Palozzi presented a draft copy. Dawn will continue reaching out to SECO Energy for content. Rainforest Park discussed as a site of interest.
 - B. **Transportation Alternative Program (Exit 309 Project)**-Dawn spoke with American Legion, Post 347 in Lady Lake regarding the project. There is definite interest of support. Sumter County Board of Commissioners to have a letter of support on their agenda this month, in order to confirm support before launching fundraising campaign.
 - C. **Retractable Banners**-Mike presented draft copies of one to target to volunteers and one as an informational travel kiosk. There was also discussion of designing posters to drop off at high school guidance counselor’s offices to generate interest in community involvement hours for Bright Futures.
- V. **Media Updates**
 - A. **Social Media**-Facebook friends up to 766. .
 - B. **Marketing Materials**-Final brochure available on google docs for final review.
- VI. **Upcoming/Past Events**
 - A. Richloam Hoopla-Saturday, June 29, 2019. Discussion to get some materials there.
 - B. Linden Picnic-Saturday, June 29, 2019-Judie to set up a booth.
 - C. Bushnell Fall Fest and Cow Chip Bingo-October 2019
 - D. Annual Dinner-Wednesday, October 16, 2019 at Catfish Johnny’s.

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

- A. FSHP Statewide Team Transition-**Mike reported that his, Bob Finck and Wanda Maloney's contracts were not renewed at the state FSHP program to facilitate byways. A team out of a Landscaping firm in Miami was awarded the contract. Atkins will continue to be on a contract through FDOT District V to assist those area byways.
- B. FSHP Visitor Experience Survey Questions-**Questions were developed and sent to the state by our Byway.

VIII. Public Comment/Round Table Discussion- Mary Brasher discussed advertising opportunities for the byway in her Coastal Angler Magazine. Worthy of consideration.

IX. Adjournment-Next Meeting July 16, 2019 at the Webster Community Center, Webster, FL.