



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes –January 21, 2020 - 11:00 AM
Webster Community Center
49 SE 1st Street, Webster, FL

- I. **Call to Order and introduction of guests:** Meeting was called to order by Secretary/Treasurer, Dawn Cary. Others in attendance include: Mike Palozzi (Atkins); Martin Steele (Past Chair); Dan McCormic (Vice Chair); Emily Cary (Director); Rick Dunn (Director); Mary Brasher (Coastal Anglers Magazine); Connie Mahan (Connie Mahan RealEstate Group) and Pam Jones (Congressman Daniel Webster’s Office).
- II. **Review of December 10, 2019 Minutes** – Dan McCormic made a motion to approve; Martin Steele 2nd. Approved as is.
- III. **Treasurer’s Report**–Dawn reported that beginning balance as of December 1, 2019 was \$3,908.42 with two expenditures of \$583.00 to Roberts Printing for Brochures and Maps; and \$82.50 to Sumter County Chamber of Commerce for membership), leaving an ending balance as of December 31, 2019 of \$3,242.92. Dawn noted that Cow Chip Bingo funds and Clays2Raise Sponsorships were deposited in January and that the ending balance does not reflect payments from Amazon Smile and other donations through Paypal. Dawn to reconcile this month. Rick Dunn made a motion to approve the Treasurer’s report and Martin Steele 2nd. Approved as is.
- IV. **CME Working Committees**–Committee reports are follows:
 - A, **Organizational Sustainability** – Mike discussed the Video Clips for volunteer recruitment and the Posters delivered to local high schools for student opportunities for community service hours. Discussion on changing the monthly meeting time from 11:00 am to 11:30 a.m. Dan McCormic made a motion. Martin Steele 2nd. All in favor.
 - B. **Transportation Alternative Program (Exit 309 Project)** –Dawn contacted County Administrator, Bradley Arnold to discuss Phase 1 of Bridge name designation. He indicated that there is already a resolution in place for the designation of the road. Dawn asked about the bridge. Awaiting response as of the meeting.
 - C. **Byway Partners/Business Sponsorship Program**
 - a. **Kiosk Location Update**–Mike reached out to Nancy Cannaday for additional information on Sumterville. Will have a rough draft for text compiled soon.
 - b. **Donor Brick Program**–Dawn asked again for brick orders to place existing orders.

D. Media Updates

- a. **Social Media**-Facebook friends up to 802.
- b. **Marketing Materials**-Brochures and Maps were picked up and distributed at the Dade Battlefield Reenactment
- c. **Constant Contact**-Dawn signed up this platform for a year.
- d. **Business Cards**-Ordered

E. Upcoming Events

- a. **VHA Hoe Down**-Saturday, January 25, 2020. In exchange for our booth, we will judge the cow chip bingo event they are holding.
- b. **Clays2Raise Event**-Saturday, February 22, 2020 at Blackjack Clays in Sumterville. Sponsorships being collected. Sponsorships up this year. Advertising with K-Country approved to increase to \$750.00 with more coverage opportunities.
- c. **Upcoming Fishing Tournament**-Mary Brasher with Coastal Angler Magazine and Jim Veal of Lake PanaVista Lodge are interested in setting up a tournament next Fall benefiting the Byway. More discussion in upcoming month. Mary to set a date with Jim.

F. Florida Scenic Highways Program Report-Mike Palozzi

1. **Annual Report**-Dawn to have ready by the end of the week to submit to Claudia.
2. **National Accreditation opportunity** – opens up in February. It was decided to pursue. Mike discussed Congressman's Daniel Webster's support in the Federal Highway Program with Pam. Pam indicated that we are in the forefront of Congressman's interest.
3. **Statewide Program Advocacy**-Dawn drafted a letter to Ashley Binder expressing concerns about the future of the Scenic Highway Program. Ashley responded promptly indicating all issues would be addressed in the future.

- G. **Public Comment/Round Table Discussion**-Adopt-A-Highway Cleanup scheduled for Saturday, February 8, 2020 at 9:00 a.m. was changed to Saturday, October 15, 2020 due to lack of regular participation.

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

**H. Adjournment-Next Meeting February 18, 2020 at Bushnell City Hall, Bushnell,
FL.**

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