



Scenic Sumter Heritage Byway
Byway Organization Meeting
Minutes – September 17, 2019 - 11:00 AM
Bushnell City Hall
117 E. Joe P. Strickland Jr. Ave, 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: Claudia Calzeretta (FDOT); Martin Steele (Past Chair); Dawn Cary (Secretary/Treasurer); Mike Palozzi (Atkins Group); Mary Brasher (Coastal Angler Magazine); Rick Dunn (Private Citizen).
- II. Review of August 20, 2019 Meeting Minutes** – Martin Steele mad a motion to approve. Rick Dunn 2nd. Approved as is.
- III. Treasurer’s Report**-Dawn reported the August report. Beginning balance as of August 1, 2019 \$4620.04 with no expenditures or deposits, leaving an ending balance as of August 31, 2019 of \$4620.04. Martin Steele made a motion to approve. Rick Dunn 2nd. Approved as is.
- IV. CME Working Committees**–Committee reports are follows:
 - A. Transportation Alternative Program (Exit 309 Project)**-GoFundMe Campaign is currently being developed to boost the fundraising. Discussed having this project in phases with the example of the Florida Senate Report from 2011 which was a guideline to designating a name for overpasses. Discussed contacting Brett Hage to see if there was an interest of him supporting it in legislation. Also discussed a Phase II to our Exit 309 Project with possible wayfinding projects and sponsorship opportunities and then Phase III of the feasibility study.
- V. Byway Partners/Business Sponsorship Program**
 - A. Retractable Banners**-Dawn to contact promotional companies to produce.
 - B. Kiosk Plan**-still working on content for the Sumterville kiosk at the Community Center.
 - C. Abraham’s Town Wayfinding Signs (471)**-Deborah Snyder is working with the FDOT for specifications for such signage.
- VI. Media Updates**
 - A. Social Media**-Facebook friends up to 780.
 - B. Marketing Materials**-Brochure ready to print. Discussed putting events on the website with links to our partners along the byway.
 - C. Volunteer Video Campaign**-Christy not present to update analytics

D. Student Recruitment Posters- Mike will deliver to Wildwood Middle High School. Dawn presented a couple essay prompts that Emily compiled for volunteer opportunities for high school students.

VII. Upcoming/Past Events

- A. Bushnell Fall Fest and Cow Chip Bingo-October 19, 2019
- B. Annual Dinner-Wednesday, October 16, 2019 at Catfish Johnny's. Richard Baier to be our guest speaker. Pat Galvin agreed to speak to group regarding the history of Catfish Johnny's.
- C. Infant Car Seat Drive-Dawn to speak with George Nahas about the possibility of sponsoring this community event. Claudia to get information on whom to contact at the FDOT.

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

- A. **FSHP Work Plan**-Annual Work Plan is due November 15, 2019. Final draft was reviewed.
- B. **FSHP Statewide Meeting**-Rescheduled to November 6, 2019 in Debary, FL, due to Hurricane Dorian. Focusing on statewide visioning efforts.

IX. Public Comment/Round Table Discussion- Adopt-A-Highway Cleanup scheduled for Saturday, October 26, 2019. Mary Brasher offered an advertising opportunity for the year. Consensus was to take advantage of it.

X. Adjournment-12:30 p.m. Next Meeting October 16, 2019 at 5:30 p.m. at Catfish Johnny's, Lake Panasoffkee, FL.