



**Scenic Sumter Heritage Byway
Corridor Advocacy Group (CAG)
Minutes from April 17, 2013 meeting
Sumter County Public Works
319 E. Anderson Street, Bushnell**

- I. Call to Order and introduction of guests** – Meeting was called to order by Chair Dan McCormic. Those in attendance included Dawn Cary (Sumter County Chamber of Commerce); Mike Palozzi (CB&I); Robert Finck (Atkins, N.A.); Jackey Jackson (SCPWA); Gayle Teerman (SCORE); Jim Veal, Sr. (PanaVista Lodge); Donna Lester (UF/IFAS Extension); Judie Mueller (USPS Postmaster, Webster); Joyce Hanson (VFW 10137); and Paul Remis (Webster Commissioner and Boy Scouts of America).
- II. Review of April 17, 2013 Minutes** – Paul Remis made a motion to approve; Joyce Hanson 2nd.
- III. SHAC Meeting/Designation Application Review Recap**
 - A. Mike indicated that he received positive feedback from Jeff Caster, the chairman of the SHAC and the SHAC committee and that they really appreciated Paul Remis taking the time out of his day to participate. Indicated the buttons were a big hit that Paul handed out and that everyone put them on.
 - B. Additional SHAC comments included Jeff Caster indicating that he believes the byway should really be a partner with the community and also ask how we can help the community and business partners to be more successful. This was Jeff Caster's first SHAC meeting, as well as most of the committee members. Finding Community Partners for the Byway will be our next focus. Realtors around the state are important members for byways. Discussed ways to market the byway to potential partners.
 - C. Designation Letter from FDOT Secretary was received and dated May 2, 2013. Letter to be laminated for future preservation. Scenic Byway signs will be in production soon. Discussed a press release and a possible photo to accompany.
- IV. Post Designation Preliminary Planning**
 - A. Establishing CME Committees-Discussed setting up three committees to begin the process of the CME. Marketing/Membership, Finance and Governance. Set a date on May 30th at Beef O'Brady's in Bushnell for the Marketing committee to kick off. Dan McCormic, Dawn Cary, Gayle Teerman, Joyce Hanson, Robert Finck, Mike Palozzi, Judie Mueller and Kelly Williams volunteered to work on the Marketing Committee. A donor program will be a priority to get started on. Jackey made a

good point on not reinventing the wheel when it comes to donor and partner information. Need to get organized before we start soliciting funds.

- B. Designation Press Release-Dawn Cary to do a rough draft of the Press Release. Bob to photo shop a Florida Scenic Byway sign into a photo of the group with Dan McCormic, Scott Cottrell and Jackey Jackson. Will have the press release for approval at the Marketing committee meeting and then distributed to local press. Questions on the current marketing materials that are being used. Some materials to be updated with designated, instead of proposed. Feel it is important to get the word out to the public that Partnerships are available so businesses that will be approached in the future will be familiar with the byway and the economic opportunities.
- C. Signing Plan-to be organized in conjunction with the Sumter County Public Works, who will install the Scenic Byway signs, along with additional signage provided by the County with the Wayfinding Sign project. Four major Gateway signs to be installed on 44 East and West and 301 South and North.
- D. Adopt-A-Highway Plan-Jackey to check out highway 476B to see if this stretch of road is available for clean-up or will come up with a section for discussion at next meeting.
- E. CME Meetings-Dawn will do a survey through email to see what days worked for people and if holding the meetings in the evenings would work for more people and get more people involved in the CME. 2nd or 4th Thursday at 5:30 p.m. will be presented. Setting up a yearly calendar and having different sites on the byway host the monthly meetings was strongly suggested.
- F. Designation Celebration Event Planning-Discussed having this event at the Sumter County Fairgrounds and invite local dignitaries and even the Governor of Florida. Because of the time frame of getting funds collected and send out proper invites, it was decided to plan the celebration for the fall of 2013.
- G. Corporate Non-Profit status- Discussed if an attorney was required to begin the process of filing for corporate and non-profit status. Discussed the funds required to start the process. Bob to get us a draft version of articles of corporation and bylaws that a byway would use and bring to next month's meeting. Discussed the funds that may be necessary to accompany the filing of corporate papers.

V. District Scenic Highways Coordinator Report – Garry was not here to report.

VI. Public Comment/Round Table Discussion – Discussed some marketing ideas. Lunch served by City of Webster

VII. Adjournment

VIII. Next Meeting: Wednesday, June 19, 2013 at 11:00 a.m. at Sumter County Fairgrounds.

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