

## Old Florida Heritage Highway CMC Meeting Minutes April 19, 2012

Present: Scott Richardson [President & Evinston Resident]; Lacinda Richardson; Freddie Wood; Alicia Wood (Evinston Residents); Ed Geers (Micanopy Resident & Historical Society); Bryna Zhou (UF Tourism graduate student); Matt Bledsoe & Amber Roux (Paynes Prairie Park Assistant Manager & staff); Debrah Miller (FDOT District 2 scenic byway coordinator); Kathleen Pagan (County GM); Bob Finck (Atkins, FDOT consultant).

- **Call to Order / Introductions / Approval of March 2012 Minutes-** At 6:00 pm Scott called the general CMC meeting to order. Introductions by all for the new Park Service staff Amber Roux. (Welcome Amber!). There was a motion by Alicia to accept March minutes with a 2<sup>nd</sup> by Freddie; unanimous approval of minutes.
- **Chairman's report** – Regarding 501(c)(3) designation status, Scott has still received no recent news. Only expense incurred was a check order.

Bob Finck mentioned some tax reporting requirements. He will coordinate with Scott Richardson to complete. Corporate Annual Report due May 1 with \$61.25 fee payable to State. Form 990 postcard is due May 15.

Scott Richardson provided staff the mail from Micanopy Fall Festival committee and staff directed to submit OFHH application. The festival dates are Saturday October 20 and Sunday 21th.

- **Byway Assessment Subcommittee Meeting-** Postponed until May.
- **Brochure-** Committee of Scott Richardson and the Bakers. Staff mentioned a member of the Historical Commission with graphic design skills may help. Discussion of importance to define purpose (inform for tourism & membership). Target completion for Aug 2 Fish Fry.

Bryna Zhou presented a powerpoint and received very positive feedback. Bob noted Atkins can photoshop images if needed. (Many thanks to Bryna! )

- **Membership-** Debrah Miller asked Bob Finck to work with access database.
- **Event Planning**  
Photography Contest – Deadline of July 5 at 5pm. Staff will add info to website.

Micanopy Historical Battle Commemoration- June 9. Formal invitations will be mailed. Debrah Miller will ask FDOT photographer Dwight Forsyth to be present.

Fish Fry – Aug. 2 date is confirmed. Scott requested fee waivers for pavilion and entrance.

- **Fundraising** – Debrah & Bob mentioned Well Fargo Community grant with Sept. 7 deadline. Alicia will check with a contact about this program. Scott Richardson supports business partner recruitment. Debrah reported on some information discussed at the Bartram byway workshop: Florida Philanthropic Network, Helpareporter.com. Also the Small Business Development Center can assist with marketing plans for non-profits.

There was discussion of another byway's plans for a kiosk design to recruit sponsors. Mention

of a 'mobile kiosk' that might be setup at area festivals was also discussed.

Staff reports-

County- Kathleen reported the Wildflower Resolution approved by BoCC March 27. This made it possible for Alachua Conservation Trust to submit a proposal for the Wildflower Center.

FDOT District 2 Scenic Highway Coordinator Report- Byway extensions open beginning June 1. This will be placed on May agenda for discussion.

FDOT will partner with VisitFlorida to link scenic byway website.

**Round Table Discussion-** Kathleen Pagan asked if OFHH sign could be placed on I-75. Debrah Miller stated that FDOT does not allow signage.

Matt Bledsoe requested County assistance to replace a park directional sign at CR 234. Staff will coordinate with Public Works.

Matt Bledsoe also noted Paynes Prairie will be holding a special DeSoto event in 2013, and there is a special marker commemorating DeSoto at Bolen's Bluff.

**Next meeting-** May 17, 6pm, Evinston UMC Fellowship Hall, immediately following 5pm Subcommittee for discussion of Byways Assessment Tool.