

## Old Florida Heritage Highway

### Corridor Management Council Meeting

August 10, 2009

Present: Ed Geers, Ashley Wood, John Pricher, Kathleen Pagan, Debrah Miller

PBS&J consultants: Bob Finck, Jr., Mike Palozzi

The meeting began approximately 3:30pm.

Kathleen Pagan reported on the email from Miriam Deckert concerning the cell phone tour. Cross Creek, Rochelle and Micanopy are still working on recordings. Ashley Wood completed Evinston. There are 10 cell phone sites in Evinston and the number is (352) 327-9005 (codes 350# to 359#) for anyone interested.

She also explained (for the PBS&J planners who did not know) that the Old Florida Heritage Highway CMC is a coalition of agency representatives and volunteers from organizations such as Friends of Paynes Prairie, Friends of Marjorie Kinnan Rawlings House, Micanopy, etc... these representatives and volunteers are also the financial contributors at this point. The 501(c)(3) IRS (non-profit organization) designation should create a wider range of donors.

Debrah Miller stated the work on the 501(c)(3) application will begin within 60 days. The company working on this project will be URS [consultant for national scenic byway application].

PBS&J planners distributed four copies of a notebook with general information about 'Implementation and Marketing Strategies for Scenic Highways', and copies of a chapter from *Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations*. The chapter selected is 'Broad Support: Stakeholder teams Build Better Byways' and explains strategies for identification and communication with potential stakeholders/contacts.

They also presented a spreadsheet listing possible contacts for the Old Florida Heritage Highway organizational development. Includes over 100 listings in the general categories as follows:

Animal Advocates- Equestrian, Humane Society

Recreation- Campgrounds, Boating, Kayaking, Motorcycles, Bicycles, RVs, Automotive

Arts/Culture- Museums, Performing Arts

Associations- Clubs

Educational- Colleges/Universities

Distribution- Print Services

Realty- Realtor Associations

Governmental- Chamber of Commerce, City of Gainesville, Alachua County, NCF Regional Planning

General discussion of the regional list noted there are some obvious omissions (of main supporters). [Omissions include Pearl Country Store, Blue Highway Pizza, Villages (tour busses), several bicycling events/ organizations (horse farm 100, Bike Florida, mini-marathon), Elderhostel].

A health category should be included with possible listing Florida School of Massage, medical and insurance organizations, Gainesville Health and Fitness, etc.]

Mike Palozzi noted this is a slow, methodical process for identifying and contacting potential supporters. In terms of marketing information, specific efforts can be used for target audiences.

Several members have previously expressed that the 501(c)(3) process should be completed prior to extensive membership recruitment. Another OFHH CMC meeting with the PBS&J planners will be scheduled, in late September if possible, at a byway meeting location. Mike suggested that before the next meeting, CMC members may be able to brainstorm some additions to the contact list and begin to think about information that may be included in a brochure (i.e., historical/scenic sites, events, photos, etc...).

[Note: Sometime in fall 2009 we will know the outcome of the NSB application process and the recent grant application for Rochelle Witness Tree Junction]