

Florida Heritage Highway Corridor Management Council January 26, 2012 Minutes
United Methodist Church Fellowship Hall, Evinston, Fl. 6:00 pm

Mission: Old Florida Heritage Highway's mission is to preserve and promote the corridor, while fostering community involvement and educating visitors on the outstanding nature and unique features of this corridor.

Present: Scott Richardson [President & Evinston Resident] & Lacinda Richardson; David Carr [Vice President & byway business] & Peggy Carr; Alicia Wood, Billy & Geraldine Wood; Mark & Veronica Whitebread; Bill & Terry Halbeck; Gary & Karan Goeser; Todd & Jessica Baker, Ashley and Sara-Nett Wood; Freddie & Wilma Sue Wood [Evinston Residents]; Ed Geers [Micanopy Historical Society]; Robert Connors [Conservation Trust of Florida]; Matt Bledsoe and Andi Christman [Paynes Prairie SP]; Bryna Zhou [UF Tourism graduate student]; Debrah Miller [FDOT District 2 scenic byway coordinator]; Dwight Forsyth [FDOT photographer]; Kathleen Pagan [County GM,]; Bob Finck [PBS&J, FDOT consultant]. (28 persons total)

A pot luck dinner preceded the business meeting. Thanks to The Pearl Bar-b-Que [and the Carr family] and all the good cooks. Annual Meeting was called to order at 7:00 pm by Scott Richardson, followed by introductions of all agency staff. FDOT staff announced the new director of the state scenic byway program is Jeff Caster, Landscape Architect. Draft November 2011 Meeting minutes were approved unanimously [motion by Ashley Wood with 2nd].

President Report by Scott Richardson. Noted the email for byway is FloridaHeritageHighway@gmail.com

- 501(c)(3) designation status- No further info yet.
- 5 year CMP update document status- complete. Digital copies of the 5 year CMP update were distributed.

Nomination / Election of Officers 2012- Bob Finck explained requirements of bylaws. A motion was made by Ashley Wood, with 2nd by Freddie Wood, for Scott Richardson to continue as President and David Carr to continue as Vice President. Self nominations were accepted from Jessica Baker for Treasurer and Alicia Wood for Secretary. A roll call vote for all offices resulted in unanimous approval.

2011 Accomplishments- Include 501(c)(3) application, successful fish fry membership event, and support of efforts of Paynes Prairie [grant] and the Evinston Post Office.

2012 Goals

Prof. Peggy Carr noted that "Jubilee Creek Road" was recently improved [chip seal paving] and should be added to the byway road network. Debrah Miller mentioned the current freeze on extensions, but Bob Finck noted this could be discussed and added to future Goals. Scott Richardson voiced the idea that the byway offers the possibility for persons to 'know your neighbor.' He also recommends more support of byway businesses. He suggested to combine membership and fundraising as a single committee. David Carr suggests more networking is important. Scott suggests inviting new state director Jeff Caster to summer 2012 Fish Fry. Todd Baker mentioned increasing membership, more community awareness and fundraising. Bill Halbeck noted more Bed & Breakfasts would be positive trend. Debrah Miller noted to redesign of the brochure to simplify the text.

Membership / Participation-

Committee utilization- Bob Finck recommends forming work committees.

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- Goals, Objectives and Strategies update- Bob Finck noted this was not included in 5 year update but needs discussion.

Fundraising- Fish Fry planned late summer (July/Aug). Debrah Miller noted successful antique appraisal events for some byways. Kathleen Pagan mentioned running or bicycling events are popular, also the possibility of a state byways program cookbook with regional menus. [Staff question- was there another point mentioned?]. Possibility of business sponsorships if non-profit is approved was noted.

Event Planning-

Photography Contest Committee- Jessica Baker working on form revisions. Bob recommended Committee Review [Alicia, Jessica, Deb & Dwight] for a February decision. David Carr mentioned to consider an event co-sponsor.

Future Events- Alicia Wood noted a general birdwatching event [Andi C. reported the FL Trail Crane Festival will be repeated]. Scott Richardson mentioned the possibility for a popular 'backyard birdcount'.

Ed Geers noted the Micanopy Historical Society is planning to commemorate the 176th Anniversary of the Battle of Micanopy.

Update - Paynes Prairie Preserve Visitor Center Project- Andi Christman presented a powerpoint on the Visitors Center. The funds still needed to complete the theater funding are about \$320K.

FDOT District 2 Scenic Highway Coordinator report- Debrah Miller noted America's Byways Resource Center is closing and there is uncertain federal grant support in future. There may be possible grant opportunities from VisitFlorida and Public Land programs. Also Jeff Caster will seek funding at the state level next (2013) session.

Monthly Meeting Schedule- 3rd Thursday at 6pm; discussion to vary locations. Staff asked to check on ACT Lodge. Meeting adjourned around 8:15pm. Next meeting Feb. 16 at 6pm [in Micanopy if possible location is scheduled]