

**Old Florida Heritage Highway CMC Meeting
March 4, 2009**

Present: David Carr (Chair), George Edwards, Ed Geers, John Pricher (County VCB), Kathleen Pagan (County GM), Debrah Miller (FDOT), Steve Scanlan (FDOT),

[Prior to start of meeting there was general discussion of proposed Florida Bottle Bill-

<http://www.bottlebill.org/legislation/campaigns/floridac.htm>

The Florida Beverage Container Deposit Act was introduced on January 19, 2009. Rep. Kevin J. G. Rader, Florida District 78 (Delray Beach), is the sponsor.]

Call to Order by Chair David Carr at 2:30pm at Herlong Mansion, Micanopy.

Review of Previous Minutes (Jan. 2009) with Chair directing minutes to be filed as drafted.

Final NSB Application/Rochelle Project- Kathleen Pagan and Debrah Miller spoke to report ranking of 23rd in state. Debrah noted the process required submission online of a form and some higher ranking grants have not yet filed, although the deadline is March 13. The main feedback is that more emphasis on the traveler's experience is needed. Kathleen is aware that if the grant narrative emphasized the Rochelle Gateway is a "shortcut to Micanopy" there may have been more positive review, although it is not possible now to amend the grant. Consensus is we will consider resubmitting a NSB grant next year for this project or try another grant program. Debrah mentioned that state byway coordinator announced the Florida Communities Trust grant. Kathleen knows that Alachua County Forever and Conservation Trust of Florida are already applying. The CTF project is Barr Hammock-Ledwith Prairie along the scenic highway.

Debrah will notify the District 2 byway community when the Public Land Discretionary Grant is announced by federal highway. [\$1 million maximum award maybe possible.]

Kathleen also mentioned that Sandy Burnett (absent from this meeting since she was working on Matheson Museum event planning) has done some research on the cell phone tour project and the possibility of adding sites to the City of Gainesville system. George Edwards will investigate possibility of Friends of Paynes Prairie using this system. Steve Scanlan mentioned that before kiosks are in place, each location in the Master Plan could be possible for a cell phone tour sign location. Kathleen mentioned the possibility that scrap lumber from Goodwin Lumber could be considered for the sign post supports, and the County sign shop could possibly fabricate the signs. She noted these should be placed so people must stop the car (to discourage using cell phone while driving). Debrah mentioned this could be a future NSB grant application.

Event Planning- possibilities to promote byway during local events. Kathleen Pagan noted we should organize to have a presence at upcoming events. David Carr agreed we should support measures to promote the public identity of the byway. Items such as tote bags and vehicle window or bumper stickers that have a sustainable concept should be promoted. An estimate for tote bags was discussed, but with no budget this idea was postponed. (Est. was from DragonFly Graphics, other vendors mentioned for future estimates were Marketing Mud in Alachua and TNT Graphics).

There was general discussion concerning the organization of the byway Corridor Management Council. Mention of the need to form a non-profit entity was noted. Kathleen Pagan mentioned concern that the State Park CSO and the land trust non-profits are working on projects that benefit the byway, and we need to consider how many non-profits the community can successfully sustain. She asked if there is a possibility to ask an existing organization to consider this project and suggested the Micanopy Chamber of Commerce. John Pricher also noted the work of Florida's Eden artist non-profit. The matter was discussed and it was decided to contact the Chair of the Micanopy Area Chamber (Rod Butler, Publisher of TravelHost magazine) about working on the byway project. Kathleen provided a copy of the Master Plan.

Need for announcing events along the byway was discussed. Friends of Paynes Prairies sends e-newsletter (max. 2500 contacts). Kathleen noted that events supported by VCB could be announced thru County press releases. Possibility of other web technology was mentioned, and as possible staff may research this idea.

George Edwards announced the **March 21 Conservation Stewards Event**. This is an annual fundraiser and Friends of Paynes Prairie receives half the proceeds. [Kathleen may submit visuals from Master Plan to the slide show].

Ed Geers mentioned the **April 18 dedication of the Native American Preserve in Micanopy** at 10 am. (The schedule was changed which will work out for the best since the William Bartram enactor has a broken leg.)

May 15/16, 2009. Doc Hollywood Festival Event. Ed Geers clarified the event is Friday evening and Saturday. This event is a fundraiser for the Micanopy Chamber and the UF Medicine Parkinsons research program. There will be a parade Saturday. Friday is the gala dinner and tickets are \$45. This event needs sponsors. Sally Guthrie is organizing the program to include an appearance by the author ("What? Dead again?" book by Dr. Neil Shulman) and bar-be-que cookoff.

Kathleen and Debrah will staff a table with byway info on Saturday. Kathleen will send scanned copies of the Old Florida Heritage Highway brochure to FDOT staff.

July 9-12, 2009. Southeastern Equestrian Trails Conference (SETC). No discussion.

Staff Report-

Comp Plan Evaluation and Appraisal Report- Kathleen mentioned the issue of linking Eco-Tourism and Arts was discussed at EAR meeting with County Commission and Local Planning Agency with positive results. There was also mention by BoCC of importance of sports tourism. George Edwards noted a running event occurs along the rail trail.

Citizen Communication-

Kathleen Pagan mentioned during an EAR general meeting a citizen mentioned the fishing cabins north of Lochloosa Lake. John Pricher mentioned bed tax data will indicate how much these are occupied. Ed Geers said the name of this fish camp was Fenway when Wade Boggs was owner and now is Yankee Landings/Fenway.

Ashley Wood emailed Kathleen Pagan to report he attended the Waterways Master Plan meeting on Monday March 2 and estimated attendance to include 8 Evinston residents and around 60 airboat supporters, many from out of county. Evinston supports regulation of airboats. Debrah Miller notified us that Jefferson Parish, LA will begin enforcement of airboats, and Kathleen noted the Sheriff there 1998-2000 (when she lived in New Orleans) was Harry Connick, Sr. (father of the musician/actor). Kathleen noted perhaps some compromise, allowing limited night time use of airboats (until 10pm) would be possible to allow frog gigging yet allow nearby residents necessary rest. Debrah Miller also provided the "Airboaters Code of Ethics." [Kathleen forwarded the Jefferson Parish Code to Ashley Wood and Rob Avery, County Parks].

Next Meeting- April 29, 2009 (at Herlong if meeting room is available)