

Old Florida Heritage Highway CMC Meeting Minutes November 8, 2012

Present: Scott Richardson [President & Evinston Resident]; Jessica Baker; Todd Baker; Bill Halbeck (Evinston Residents); Ed Geers; (Micanopy Resident); Matt Bledsoe (Paynes Prairie staff); Kathleen Pagan (County GM); Priyanka Jagtap (County Intern); Bob Finck (Atkins, FDOT consultant).

- **Call to Order /Approval of Minutes-** At 6:03 pm Scott Richardson called the general CMC meeting to order. There were introductions as the County Intern present was a new attendee. Ed Geers mentioned a correction to the Sept. minutes-- the Halloween event was at the Native American Preserve. Motion by Ed to approve Sept. 2012 minutes as corrected, with a 2nd by Todd Baker; unanimous approval.

- **Chairman's report-** Scott Richardson noted the Micanopy Festival allowed good exposure, and noted for next year a simple full page OFHH byway map and simple info on reverse would be useful for this event. Bob Finck will provide examples of other byway maps. Kathleen mentioned all the National Scenic Byways maps were distributed on Saturday for free, and in future perhaps there might be a nominal charge. Two memberships were received at the festival, and there may be more mailed in (to be determined!).

Discussion on membership recruitment followed and Todd noted the newsletter could be mailed to business contacts. Todd volunteered to use the database as starting point and determine an up to date list to email and phone.

- **Event Planning**

Annual Meeting scheduled for Thursday January 24 at 6pm at the Evinston UMC Fellowship Hall. Jessica will post to Facebook. Note the byways specify the Annual meeting is to be announced no more than 50 days in advance, with minimum of 10 days' notice.

Discussion followed concerning a brief presentation to review the recent history and "looking ahead" to goals. Scott recommends three (3) five minute segments. Discussion concluded that Scott, Jessica/Todd and Kathleen will make the presentation. Concluded these should be emphasized:

(1.) Increase **Membership** and (2.) **promote community outreach** to increase awareness & appreciation of the Old Florida Heritage Highway through (3.) more **diverse byway events**.

Specific ideas for byway events and community engagement mentioned included:

- wildflower event during May coreopsis blooming
- summer Sunday drives
- bicycle event (with local bicycle clubs)
- roadway clean-up "Trash Mobs"
- consider new user groups to engage, target UF student groups
- schedule table for Cross Creek festival and other annual events
- invite friends to the Annual Meeting

Fundraising

- Grant opportunities were briefly discussed, including Plum Creek. Staff mentioned work on prioritizing wildflower locations is pending.
- Scott Richardson noted the importance of a good print newsletter and promotional brochure. Bob Finck distributed samples of other byway newsletters, and noted the "Hungry Wayfarer" column.

Todd and Jessica Baker volunteered to work on a newsletter, including info about Fish Fry, Photo Contest, new members and upcoming events. Scott prefers a simple 2 page newsletter to copy on one sheet double sided.

- **Membership**

- Membership database update & organizational ideas- Work needed to update database. (Todd sent Bob new member data, and Bob has a co-worker named Karen working on this update). Scott will coordinate with Bob. Also Todd volunteered to edit the Access database. Ed mentioned he will check about use of the Micanopy (Historical Society?) list-serv.
- Phone contacts will be made, thanks to the volunteers- Bill, Ed, Scott & Todd.
- Bob Finck noted a graphic designer can help with .org website work.
- There was discussion on need for more members and volunteers. There was discussion of more social events including food as a popular draw. There was also mention to gain interest from particular byway areas including Wacahoota, Cross Creek and Rochelle. Scott mentioned the idea of a letter to local businesses to recruit business memberships.
- Ed Geers suggested the Jan. 2013 meeting of Friends of Micanopy Library as a good audience to recruit members and raise awareness. The Bakers volunteered to attend and make a presentation.

- **Review of Bylaws Regarding Annual Meeting**

- Per OFHH, Inc. Bylaws the Directors serve 3 year term. After brief discussion and with the agreement of the current Board members, there will be no nominating committee established this year and the current Board will continue with staggered terms beginning in 2014. This was decided in a Motion by Ed with 2nd by Todd, unanimous approval.
- The Bylaws require the announcement of the Annual Meeting should be made not more than 50 days nor less than 10 days prior to the meeting. (Note a 'save the date' message was emailed to membership late Dec. 2012).
- **Brownfield Grant Letter of Support-** Discussion of the request from County Economic Development explained by intern Priyanka Jagtap. Motion to approve the draft letter of support by Jessica, with 2nd by Ed. Approved unanimously.

- **Website-** Bob Finck noted work on the '.org' website will be assisted by Atkins.

- **Round Table Discussion-**

- **Grants-** County staff Kathleen Pagan mentioned that deer safety info program might be possible through a Community Traffic Safety Team grant.

- **Via 500-** <http://www.visitflorida.com/viva>

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Matt Bledsoe mentioned a Paynes Prairie State Park event will be announced soon for the Viva 500 celebration. The Prairie was 'food basket' for St. Augustine.

Ed noted the Micanopy Native American Preserve preceded De Soto.

- **Events-** Good attendance at Firefest and Prairie 5k noted by Matt.

Meeting adjourned approx. 7:30pm. Next meeting -Thur. January 24, 2013 at 6pm in Evinston.