

Old Florida Heritage Highway, Inc. Meeting Minutes February 21, 2013

Evinston United Methodist Church Fellowship Hall

Present: Scott Richardson [President & Evinston Resident]; Ashley Wood; Alicia Wood (Evinston Residents); Ed Geers; (Micanopy Residents & organizations); Amber Roux (Paynes Prairie staff); Debrah Miller; (FDOT District 2 staff); Kathleen Pagan (County GM); Bob Finck (Atkins, FDOT consultant).

Meeting was Call to Order at 6:05 pm by Scott Richardson after some coffee refreshments. Unanimous Approval of January 2013 Minutes with correction noted by Bob Finck to include re-election of Vice Chair David Carr.

President's report – Scott Richardson noted 2013 Annual Meeting was a success. Only matters to report were renewal of the Post Office Box at Micanopy and a \$30 donation to Evinston UMC for use of facility and dinner ware supplies.

Bob Finck noted matters regarding non-profit Governance Administration. Corporate annual report and fee due May1, 2013 (www.sunbiz.org) \$61.25. IRS non-profit tax return (Form 990-N) due May15, 2013 (<http://epostcard.form990.org/>).

He also recommended the CMC manage financial status with a yearly budget a presented sample documents from other District 2 byways. Debrah Miller noted the state byway program may require budgets for participation if accreditation requirement is added.

Year 2013 Goal Implementation Strategy was discussed as a round table conversation.

Supporting the Local Economy

Byway events schedule – Participate in 4th of July parade & Fall Festival(s); Aug. Fish Fry

OFHH member participation in community events – Ed Geers reported he is working on a future fundraising 5K run for Micanopy Collaborators for Educational Excellence. On April 20 there will be a MCEE fundraiser and this event may also include a lecture by newspaper columnist Bill Maxwell and a square dance event later in the day. He will provide details as the info becomes available.

Kathleen Pagan reported the Town of Micanopy will participate in the Keep Alachua Beautiful clean up on Saturday April 6. The gathering point is behind the Town Fire Station. Ed mentioned only persons with a water bill may dispose of tires.

Hosting OFHH sponsored events- Fish Fry is the tradition.

Scott Richardson mentioned the coreopsis bloom typically peaks the last weekend in April. Debrah Miller mentioned other byways in District 2 have events including Sidewalk Chalk art, antiques appraisal and birding brochures.

Kathleen noted important partnership for “The Year of The Yearling.”

Increasing Membership / partnerships

Facebook – This is increasing visibility. Scott noted many thanks to Jessica Baker.

Website – Discussion of possible migration of site to a ‘.org’ host. Will discuss more with additional information at future meeting(s).

Need to consider Announcements and Advertisement in local papers, newsletters or bulletin boards; Speakers bureau to other advocacy groups and tracking data.

Community Involvement / Outreach

Scott requested more brochures and Debrah confirmed brochure and inserts will be provided by the FDOT. Many thanks to FDOT staff.

Bob Finck presented examples of tour guides of other scenic byways.

Business sponsorships Committee comprised of Debrah, Scott and Todd was tentatively formed. Other committees to be discussed at the next meeting are membership and marketing.

Kathleen mentioned brief Update on “Year of the Yearling” plans for community.

FDOT District 2 Scenic Highway Coordinator report- (As previously mentioned)

CMC meeting / Committee workshop schedule- March 21 was scheduled but later cancelled due to schedule conflict of CMC Pres. Richardson.

Round Table Discussion- Next meeting will include covered dish to promote participation.

Meeting adjourned approximately 7:15 pm.