

Old Florida Heritage Highway, Inc. Meeting Minutes July 25, 2013

Evinston United Methodist Church Fellowship Hall

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

Meeting was Call to Order at 6:00 pm by Scott Richardson after introduction of FDOT PE in training James Barfield III and Sally Guthrie. There was an announcement of the happy news of the arrival of the Baker's baby girl! There was informal discussion of minutes with Alicia noting correction with her volunteering for website and social media. No formal action on minutes.

President's report – Scott Richardson gave a brief report including mention of a few new memberships. He stated the work on the annual budget will occur following the Fish Fry.

Membership Committee Report

Kathleen Pagan noted the Summer 2013 Newsletter (completed 7/1/13) was a great success, with many positive comments. Valerie Rivers thanked the byway for including Year of The Yearling.

Photo contest 2013 was discussed with decision of Deadline for submittals (Oct 1st). Bob Finck will complete updated guidelines, entry and release forms including info on website location and submit to County for posting on web by August 1. The information will state Prizes for 1st, 2nd and 3rd place will be awarded but no details given. To request prize donations, Scott will coordinate with David Carr and Alicia will check with Micanopy businesses. Also Ed Geers will check with Micanopy area woodworkers for frame donations and Kathleen Pagan will contact DEP staff regarding park passes. There was also discussion of displaying the 2013 entries at public venues (and persons assigned to coordinate this effort), including Micanopy Town Hall (Ed Geers) and a downtown Gainesville Art Walk location (Kathleen Pagan). The downtown Gainesville Library Headquarters was also mentioned.

Annual Fish Fry / membership drive- Our 'main event' is tentatively scheduled but the details are yet to be finalized. Scott Richardson will confirm the date (tentative Thursday Aug. 29) and asked everyone to contribute desserts again. The hoped for venue of Micanopy Masonic Lodge can accommodate as many as 100 persons, so many thanks to Scott for Northwest Seafood Business Sponsorship. There was discussion of including name tags to promote name recognition, and display of the 2012 photo contest images

including a slide show program that Dwight Forsyth was volunteered to create.

Website /Facebook

Alicia Wood volunteered to manage the Facebook content.

Kathleen Pagan will check on renewing the current website domain located at the County server and Bob Finck and Alicia will continue to work on setting up the '.org' domain.

Gator Plunge (9/28) – There was discussion of opportunity to recruit volunteers. (Note: Paynes Prairie Preserve Work Day on Sept. 28, National Public Lands Day, was well attended despite drizzling rain. There was a Gainesville Sun story about Marjorie Kinnaw Rawlings State Park holding a volunteer work day also).

Map / Itinerary for Fall Festival- Debra Miller/ FDOT will provide copies.

Fundraising

- A. Business sponsorships - Identification of local prospects is important. Debrah Miller mentioned some byways form committees to visit byway businesses to recruit sponsorships.

FDOT District 2 Scenic Highway Coordinator report- Annual Report deadline is Oct. 1.

CMC meeting / Committee workshop schedule- Bob Finck will coordinate a membership committee conference call (this was held Sept. 26).

Round Table Discussion

Year 2013 Goal Implementation Strategy

- Supporting the Local Economy

OFHH sponsored Fish Fry in August mentioned by Scott Richardson

- Increasing Membership / Partnerships
- Community Involvement / Outreach

Meeting adjourned about 7:15pm. Fish Fry takes place of next meeting, and CMC meeting scheduled for Oct. 17.

(Note: Reviewed at Oct. 2013 meeting but no formal adoption)

CMC Membership Committee Meeting/Conference Call- September 26, 2013

Organized by Bob Finck (Byway Consultant), with County staff Kathleen Pagan, FDOT staff Debrah Miller, and OFHH Secretary Alicia Wood participating.

Annual Report Review- Bob Finck drafted, and Kathleen Pagan provided comments and edits, the Annual Report due Oct. 1. Bob reported that Scott Richardson has reviewed the report and oks submitting this as required to the state program staff.

Photo Contest- As of the time of the call, Alicia Wood reported no photos were received. Discussion followed about possible reasons for lack of participation, and points mentioned were there was no article in Gainesville Sun as happened the first year and perhaps emails are not as effective to reach people as print.

There was discussion about in the event of very few entries to hold off awarding prizes and reopening the contest. There was mention of the Eco Festival planned in the area for spring 2014.

Website and Social Media update- Alicia Wood plans to contact the “Dreamhost” company on Oct. 22 to work on setting up the ‘.org’ site. Kathleen was able to work with County IT to renew the current domain (www.scenicus441.com) for one year.

Membership Database update- Bob Finck will work with Scott Richardson.

Micanopy Fall Festival- There is a need to organize volunteers. Kathleen Pagan will work on this announcement.

Fall Fundraising Field Trip- the idea of visiting byway businesses is under review but no definite plan of action taken.

Byway Logo Window Cling- Bob and Debrah have received cost estimates, with the lowest at current prices \$1.16 per 100.

(The call began at 6pm and adjourned after approximately 40 minutes.)