

Old Florida Heritage Highway Corridor Management Council October 20, 2011 Minutes

• Persons Present: Scott Richardson [President, Evinston Resident]; David Carr [Vice President, Pearl Country Store]; Freddie Wood [Evinston Resident]; Jessica Baker [Evinston Resident]; Todd Baker [Evinston Resident]; Ashley Wood [Evinston Resident]; Alicia Wood [Evinston Resident]; Ed Geers [Micanopy Historic Society]; Bill Halbeck [Evinston Resident]; Kathleen Pagan [County GM]; Bob Finck [PBS&J, FDOT consultant]; Bryna Zhou [UF Tourism intern]

Meeting at Evinston UMC called to order at 6:03 pm by Chair Scott Richardson. Introduction of all present.

Agenda (with change of Vision/Mission to end of meeting) & Draft Minutes (with correction of comment about signage at Evinston). Approval was unanimous.

• Chair & Treasurer Report- Scott Richardson now holds a key to the PO Box [previously this key was held by staff] and there was one membership contribution recently. After the \$400 application fee for the non-profit application there is around \$500 + in the account. A letter was received indicating IRS has the mailed document. We may know by November meeting the decision on non-profit status.

Scott Richardson also noted the Wisconsin Rustic Road program with emphasis on local history, and recommends Florida byway program may find good ideas and practices from the website.

• Corridor Management Plan update- FDOT consultant Bob Finck reported he is still working on this report, taking photos at today's meeting to include. The revised Vision and Mission should also be included.

• Website Redesign- County staff reported on changes designed by County ITS department & discussion followed with suggestion to substitute a banner of a rural scenic road, include rotating images if possible and change side bar to include intrinsic resources (parks, museum, heritage preserve, etc.) and local byway businesses (The Pearl, Mosswood Farm Store, Blue Highway, Micanopy Chamber, Twin Lakes, etc). A question was raised concerning adding PayPal. Staff noted this may not be possible from a County server, but someone suggested perhaps a link from the Facebook site is possible.

Scott Richardson mentioned that the 501-c-3 approval could allow another website independent of the County, and asked if the FDOT consultant contract would allow technical support.

• Event Planning –Staff circulated a sign up sheet for the Micanopy Fall Festival Booth for shifts approx. 2 hours each. Saturday October 29 and Sunday October 30. [Thanks to David Carr for setting up the booth and tables, and to Scott Richardson, Todd and Jessica Baker, Bryna Zhou, Debrah Miller, Dwight Forsyth and Kathleen Pagan for welcoming visitors to the Micanopy Booth!]

• Future photo contest event- Jessica Baker presented a form for participation in the event, and June 2012 was discussed as possible timeframe. There was discussion about subject matter and requiring photos taken from public ROW [to ensure no one enters private property]. There was discussion that FDOT staff may be impartial judges, thereby allowing byway members and Board to participate.

There was discussion of possible grants to fund prizes and event- ideas mentioned were Kodak Greenways, Sams Club, Walmart and FL Humanities Council. There was also discussion that the winning photos could be utilized to create a byway calendar and note cards.

• Follow up on Evinston Post Office- Scott Richardson reported he has received a reply letter from USPS.

• Vision & Mission Statement Update- Bob Finck provided some background information to begin discussion. Scott Richardson mentioned the message should be positive and upbeat to promote community involvement.

“In harmony with the communities the corridor goes through” was mentioned, in addition to other ideas. Comments were made that there should be more emphasis on building local byway tourism businesses.

Everyone is asked to bring ideas for revisions to Mission and Vision to the Nov. 17 meeting.

- Other/Briefing Points- Ed Geers reported on Nov. 12 program at Micanopy Historical Society- Gary Ellis to discuss archeological research of Battle of Welaka and Battle of Micanopy.

Meeting Adjourned approx. 7:10pm.