

## Old Florida Heritage Highway CMC Meeting Minutes September 20, 2012

Present: Scott Richardson [President & Evinston Resident]; Jessica Baker; Todd Baker (Evinston Residents); Ed Geers; (Micanopy Resident); Amber Roux (Paynes Prairie staff); Kathleen Pagan (County GM); Bob Finck (Atkins, FDOT consultant).

- **Call to Order /Approval of Minutes-** At 5:40 pm Scott Richardson called the general CMC meeting to order. There was a motion to accept July 2012 minutes with a 2nd; unanimous approval of minutes. Kathleen Pagan noted the May minutes were yet to be approved, so this action was also taken and unanimously approved.

- **Chairman's report-** Scott noted the Fish Fry was a great success with paid memberships for 6 individuals, 13 families and 1 business (Northwest Seafood). He stated Mr. John Thrasher of Micanopy is a new member. With an additional membership arriving in today's mail, the bank account balance is around \$800.

Bob Finck requested the membership data as soon as possible.

- **Photography Contest Follow-up** – Scott noted the prizes will be sent via US Mail very soon and stated hopefully in future all contestants will attend the Fish Fry or other event for prize announcements and distribution. Bob noted the importance of holding annual events such as the Fish Fry to establish byway traditions. Many thanks to all the agencies and businesses who donated prizes! There was discussion of the winning photos, and consensus to post to the Facebook page. Jessica Baker will work on this update.

Bob Finck distributed copies of a DVDs with the photos taken at the Fish Fry by FDOT photographer Dwight Forsyth, and Ed Geers noted he also send photos to Travis Johnson at the state program office.

- **Event Planning**

Micanopy Fall Harvest Festival is October 20 and 21 and the byway has the same booth location as previous years. Kathleen Pagan will coordinate volunteer sign up and contact the Pearl staff about set up. Also staff will coordinate promo items, maps and brochures.

Amber Roux announced the Florida Trail Association has announced the cancellation this year of CraneFest. The event may be planned another year.

Amber also announced 2 events at the Prairie on Nov. 3- morning 5K and all day FireFest. She will provide details to the State scenic byway newsletter contacts.

Ed Geers mentioned Micanopy will host a Halloween event Oct. 27 at Native American Preserve.

## **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. Scott will coordinate with Bob.
- 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.
- 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.
- **FDOT District 2 Scenic Highway Coordination**
- Florida Scenic Highways Program proposed 5 yr. work plan-
- Bob Finck explained the background and there was discussion that some strategies, in particular the rebranding, and budget breakdown need refinement. Anyone can email Debra Miller with comments.
- OFHH Annual Report- Kathleen Pagan has drafted this required report as in past years and there was consensus that staff can complete this with coordination of state staff.
- **Round Table Discussion-** A tremendous thunderstorm outside was capturing everyone’s attention, and Scott noted a brim has been recently caught at Lochloosa.

Meeting adjourned approx. 7:30pm.

Next meeting tentatively set for Thur. Nov. 8.