

OFHH Corridor Management Council– September 23, 2009  
Herlong Mansion Long Hall Meeting Room, Micanopy, FL

Present: Ed Geers, David Carr, Ashley Wood, Fred Wood, Debrah Miller, Miriam Deckert and Andrea Christman

PBS&J consultants: Bob Finck, Jr., Mike Palozzi

Meeting began at approximately 3:35 p.m.

1. Minutes from 8/10 – reviewed approved by members present – no quorum
2. Marketing Project/PBS&J
  - a. First draft of contact list provided by PBS&J – intended for developing relationships and partnerships with other organizations/groups.
    - Discussion about the categories and specific comments included:
      - Add Retail – Reddick Brothers, Food Sources, Artists,
      - Micanopy has list of everyone that lives on OFHH
      - Delete Canoe Outpost –Suwannee, Add Rotary Clubs, Payne’s Prairie,
      - Marjorie Kinnan Rawlings, Office of Greenway and trails, Friends of PP and MJKR, Media –Radio stations added, Star Banner, Florida Alligator, UF –School of Architecture, Florida Wildlife, Visitors and Convention Bureau, add Alachua County Growth Management [liaison Kathleen Pagan]
  - b. Draft Brochure distributed:
    - Comments included – headline need to entice people (Help Preserve?), mission statement needed for OFHH, logo added, to much copy on brochure, include map, include caption under photos, goals listed should all be on one page, “interest” section suggested to be fill in section
    - Discussion about idea of membership levels and benefits -what OFHH is committing to will there be enough staffing to accommodate
    - Brochure will need to evolve as organization does
    - Internet/Website presence was discussed – can email newsletters, consider creating Facebook group/page
    - Idea of developing supporter plaques discussed (other examples of highway support plaques include Courtney Campbell and Keyes)
3. Bylaws distributed members to review – working on Articles of Incorporation Partnership section – deletions and additions need to be reviewed, Partners get seat on board questionable
4. Annual Report Draft distributed for review
5. Kids Corner list for State Byways Office Flash Website input requested for additional items
6. Other items discussed included:

- Scenic Highway sign @ Evinston missing
- Tusawilla Preserve October 31 - opening
- November 7, 10 am – Micanopy installing Blue Star Highway Marker
- Micanopy Fall Harvest Festival – OFFH booth space, David to donate table and chairs, idea to bring laptop with slideshow
- Micanopy Historical Society Meeting October 10, 2 pm – OFHH to provide 10 minute overview

[Minutes provided thanks to Miriam Deckert]

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