
Old Florida Heritage Highway Corridor Management Council Sept. 22, 2011 Final Minutes

Persons Present: Scott Richardson [President, Evinston Resident]; David Carr [Vice President, Pearl Country Store]; Lacinda Richardson [Evinston Resident]; Freddie Wood [Evinston Resident]; Jessica Baker [Evinston Resident]; Todd Baker [Evinston Resident]; Ashley Wood [Evinston Resident]; Ed Geers [Micanopy Historic Society]; Gary Goeser [Resident & Local business]; Debrah Miller [FDOT Scenic Byway staff]; Kathleen Pagan [County GM]; Bob Finck [PBS&J, FDOT consultant]

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

1. Review of Draft Agenda & Minutes- Typos corrected in minutes, approved Unanimously;
2. Chair Report: Scott Richardson reported on completion of 501-c-3 application. After writing a check for application will leave a balance of approx. \$500.
3. Treasury/Fundraising Report: As noted above.
4. Evinston Post Office. Freddie Wood reported on support from Congressman Stearn's staff. He also noted statewide media focus, noting Jeff Klinkenberg's article- <http://www.tampabay.com/features/humaninterest/postal-service-cutback-could-kill-a-piece-of-florida-history/1191890>

Freddie Wood also mentioned here will likely be another community meeting in November.

5. Organizational Development

Event Planning- OFHH will have a booth Micanopy Fall Harvest Festival Oct. 29-30. Scott Richardson noted the importance of personal [phone or in person] contact to recruit more participants. Jessica Baker noted some members may be willing to volunteer although they don't often attend meetings. County & FDOT staff will set up booth. Jessica and Todd volunteered for the booth Saturday 3pm-5pm. More volunteer scheduling will be finalized at the October meeting.

Discussion of holding meetings and/or events 'Round the Byway' including as possible sites Whitehurst Lodge, Rochelle/ACT Lodge, and Micanopy Museum Warehouse. Also the Franklin Crate industry was mentioned as possible social gathering site, as it is of historical interest and a sort of 'living museum.'

Membership- Discussion of importance of identity. There was discussion of a photo contest for members, with possible gift card prizes. David Carr mentioned it would be helpful to have help from an intern. Staff will consider options. Ashley Wood recommended to write an intern development program.

Ashley Wood also noted importance of digital marketing.

Fundraising- Consider \$10 entry fee for photo contest. Jessica Baker will draft an entry/registration form. Discussion of possible school spring break 2012 schedule, and requirement of scenery viewed from byway. Should explore possible grants for photo event from VCB, and Friends of Library.

Ashley Wood mentioned the winning photos might be displayed at the Evinston Paint Out.

6. Review of Vision Mission Statement- Scott Richardson noted the importance of a simple motto, such as the Appalachian Trail "Leave no footprints." All present agreed there is need to rewrite for a more simple, direct and clear statement. Ashley Wood noted the Mission Statement should be one sentence. This will be continued at next meeting.
7. 501c3 Application - Bob Finck stated he brought a signature ready copy. The review typically requires about 6 weeks.
8. 10 year progress update - FDOT District 2 Coordinator Debrah Miller noted state program focus on sustainability. Bob Finck is compiling report, using past annual reports and discussed with SHAC staff.
9. FDOT District 2 Coordinator Report- Debrah Miller distributed a few copies of three [3] state byway brochures that include OFHH [History, Films, and Activities for Children and Families themes].
10. Roundtable Discussion- Ed Geers reported several events and projects of the Micanopy Historical Society: historical presentation at Thrasher Warehouse on Sept. 24; Archaeologist Gary Ellis will present findings of the American Battlefields grant project at the Society meeting on Nov. 12 at 2pm; and Jackson Walker was commissioned to complete a painting of the Battle of Micanopy. A dramatization of the battle is also planned [with the Micanopy Regulars participating]. There is also local discussion of a state historic marker about the battle along Tusawilla Road.

David Carr mentioned that Jeff Klinkenberg will speak at UF Pugh Hall September 26.

Ashley Wood noted that signage concerning the Neighborhood Watch will be posted. There was a community meeting at the home of Bill Halbeck and a Citizen Crime Watch discussion.

Staff will email information about USDA Rural Development to the Wood & Swink Preservation Society.

Meeting adjourned approximately 7:10 pm.

Next Meeting tentatively scheduled for Oct. 20