

**Heritage Crossroads: Miles of History
Corridor Management Entity (CME)
Minutes from October 6, 2009 meeting
Flagler County Chamber of Commerce**

Call to Order; Introduction of Guests – meeting called to order at 9:05 a.m. by John Seibel. Those in attendance included John Seibel, Mary Ann Ruzecki, Steven E. Jones, Mary Ann Clark, Ray Stevens, Barb Kelly, Sarah Bates, Slay Rankin, Nicole Belue, Mary K. Herron, Garry Balogh, Mike Palozzi, and Bob Finck.

Review of September 1, 2009 Minutes – No corrections suggested. Motion to approve as written was made by Barb Kelly, seconded by Steven Jones.

Old Business

Treasurer's Report - The Treasurer's report showed the balance in the bank account at Sun Trust Bank is \$105.00.

Corridor Itinerary for website (Mike Palozzi) - The updated itinerary was distributed to the group for comments, corrections, additions, discussion topics, etc. Mike explained that it still needs updates on travel times, distances, directions and locations that will be accomplished by ground truthing field work. The descriptions will key on parking details, amenities and activities available at each site once completed. There was discussion suggesting the addition of coordinates (Latitude/Longitude) and street addresses to aid the user with navigation while using modern automobile GPS devices and pre-planning with GIS websites such as Google Earth.

Final Logo concepts (Bob Finck) – Four final draft logo concepts (updated versions of the logos reviewed and commented upon at last month's meeting) were distributed amongst the group for final vote. Logo #2 wins with 7 votes being the majority decision. This logo includes the classic car driving on the old brick road into the sunset beside the oak tree. It is oval-shaped and has white lettering (Heritage Crossroads Miles of History) over the top of brick patterned boundary.

Fundraising Committee Report (Ray Stevens) – Ray suggested that the invitations should have the final logo concept on them and that he would prefer to call it a “BBQ” or “get together” rather than a fundraiser. Mary Ann Clark asked Ray if we should ask for RSVPs on the invitation. Ray said no because no one usually does anyway. Mary Ann Ruzecki added that in her experience (with these type events) that if you get 1/3 of the people who were invited to actually show up, then you are doing well. John Seibel added that he would like for everyone to personally invite (by phone call) their individual contacts to show up. That includes regular people and businesses.

501(c)(3) status – Mike Palozzi explained to the group that this is a designation administered through the IRS that enables a corporation to accept tax deductible donations and will be very important for receiving grant money that may become available.

- **Bylaws** – Mike distributed an updated version of the bylaws that was created by combining the two sets that were already available (one from operating procedures and the other from the articles of incorporation), and including details from others he has seen throughout the state. These updated bylaws are a required submittal as part of the 501(c)(3) application. An official address is needed for

these bylaws and John Seibel offered to buy a P.O. Box for this use. The group discussed the updated bylaws line by line, and made some decisions regarding edits for the final version. The motion to accept the amended bylaws made by Barb Kelly, seconded by Steven Jones.

- **Articles of Incorporation** – The updated bylaws will become part of the articles of incorporation.
- **Three Year Budget** – This is a projected budget (match calculation) from the previous year and the following three years that is a required submittal as part of the 501(c)(3) application. Mike Palozzi offered to provide a sample budget that was used on another scenic highway corridor for reference. Mary Ann Clark asks who would be writing grants for the CME. John Seibel answered that PBS&J would be doing that but when they are gone we will have to ask for help from the City of Bunnell.

Ribbon Cutting Ceremony update – (11/07/09) – Barb Kelly reported that it will start at 10:00 am at the Ag museum barn. The local VFW will provide the flag and flag pole for the pledge of allegiance. Her list of RSVP's include, Mayor Netts from Palm Coast, Mayor Alice Baker from Flagler Beach, Jane Mealy (Flagler Beach Comm. Chair) and Gayle Wadsworth. Garry Balogh says that he has a FDOT approved press release used for the Florida Black Bear Scenic Byway ribbon cutting ceremony that they can use as an example when creating theirs.

- **Meeting Checklist** – Bob Finck distributed a sample meeting checklist (used for other public involvement meetings) to the group for discussion to ensure that everything is accounted for during preparation of this event. The group went through the checklist line by line and assigned tasks to different individuals.

Bunnell CRA Meeting Report (9/9/09) – John Seibel reported that there was a poor turnout for the meeting, they were very un-organized and after he gave his report to them he left. He met with the city manager afterwards who explained that this will not happen again and that Judy Stetson will now be in charge of this meeting and it will be more organized next time. Garry Balogh said that he would like to attend the next meeting if possible.

Video status – Barb Kelly reported that she has talked to Carl Landrie (Communications Manager, Flagler County Board of County Comm.) and a local radio DJ who say that it will be no problem to produce a 10-12 minute video for the website.

Draft Marketing and Membership Kit – Mike Palozzi says that it is nice to have the people from the Fairfield Inn in attendance today to hear their perspective on this marketing kit. Sarah Bates says that their budget is completed at the end of the summer and it is always good to have a brochure to use when pitching to the higher ups for money.

- **Contacts Directory** – Distributed amongst the group for discussion. Barb will provide the contact lists she received from Peggy Heiser at the Flagler Chamber of Commerce to Bob Finck for combining and updating the existing directory/database.
- **Brochure** - Distributed amongst the group for discussion. Barb Kelly has created new e-mail address for official CME business (heritagecrossroads@cfl.rr.com) and this will be added to the brochure as official contact. Some edits that were suggested by the group are to keep the individual membership at \$10 and to delete the family membership category. Also that the premier member level will receive

individual recognition on all publications and that plaques may be a good idea based on level of membership.

New Business

National Designation Approval – Garry Balogh reports that the approval decision is confidential until October 16, 2009 but if John Seibel did not receive a call as of yet, then Heritage Crossroads did not get designation approval. There were 8 applications from scenic highways seeking designation in Florida.

Signing plan – Garry Balogh reports that it is underway and signs are currently being erected.

Development of Mission Statement – Mission statement will need updating and Mike Palozzi says that PBS&J will create a draft update ASAP.

Update on Grants – Heritage Crossroads will need to start thinking of what they may ask for in future grant submittals and should be an agenda item at the next meeting.

- **NSB Grants** - Garry Balogh reports that the grant award decisions are still under consideration at this time.
- **Flagler County TDC Grants** – John Seibel says that he would like to ask for enough money to print 5,000 copies of each brochure and \$750 for the 501(c)(3) application fee. RC Imaging will do the printing. Mary Ann Ruzecki says that Tom Keegan (Athletic Guide Publishing Co.) does the printing for the Ormond scenic highway and Heritage Crossroads should get a bid from him. She also said that they are getting a grant for youth to help with a beach clean-up event on May 1, 2010.

Local events – The 10-year anniversary of Palm Coast will be held in January 2010. Booths are free and it would be nice if Heritage Crossroads participated.

- **Biketoberfest and Creekside Festival** – Barb Kelly suggested that it would be nice to have flyers for these events. John Seibel says that they will be available for the Creekside Festival but will not need them for Biketoberfest.

Informal Science Education Program (youth involvement) – Garry Balogh reports that he has been in contact with the League of Environmental Educators of Florida (LEEF) and he believes that youth is the future of the byway.

Website – No report available.

Other – Garry Balogh says that the FDOT will have a workshop on volunteer group training on the 22nd and 23rd of January, 2010. Twelve scenic highways will receive information regarding this workshop and they expect 60 to 80 people.

Sarah Bates from the Fairfield Inn says that they have a small meeting area available for 5 to 6 people when needed. Business cards were exchanged.

Adjournment – there being no further business, the meeting was adjourned at 10:27 a.m.