

HERITAGE CROSSROADS COMMITTEE
TUESDAY JUNE 4, 2013
MINUTES
9 AM – GOVERNMENT SERVICES BUILDING

ATTENDANCE: JOHN SIEBEL, CARL LAUNDRIE, VIVIAN RICHARDSON, STEVEN JONES, BARB KELLY (VIA PHONE) , BRUCE PIATEK, STANLEY DRESCHER, WILLIAM E. GREENE (STATUARY HALL), SUSIE GAMBLAIN, BOB FINCK, COMMISSIONER GEORGE HANNIS, MARY ANN CLARK, JIM MASSFELLER, CATHY COOK, BILL RYAN, JUDY STETSON, GEORGIA TURNER, PAUL JELLINEK.

THE MEETING WAS CALLED TO ORDER BY VICE CHAIRMAN JOHN SIEBEL 9:00 AM, FOLLOWED BY THE PLEDGE OF ALLEGIANCE, AND INDIVIDUAL INTRODUCTIONS BY THOSE IN ATTENDANCE. THE MINUTES OF THE PREVIOUS MEETING WERE APPROVED BY JOHN SIEBEL - WITH CORRECTION NOTED BY MARY ANN CLARK - AND SECONDED BY BRUCE PIATEK.

OLD BUSINESS – JUDY STETSON (CITY OF BUNNELL) SPOKE ABOUT PREPARATIONS FOR CENTENNIAL CELEBRATION. 5TH GRADE STUDENTS WILL BE GUARDIANS OF TIME CAPSULE OPENING (50 YEARS). FIRE HYDRANT CONTEST WINNER – MR. POTATO HEAD – HABITAT FOR THE HUMANITIES. ON JULY 8TH THERE WILL BE A BIRTHDAY CAKE – DEDICATION OF KIWANIS PARK AT CARVER GYM. SEVERAL ADDITIONAL ACTIVITIES PLANNED. WE ARE ENCOURAGED TO INCLUDE HCR MEMORABILIA BEFORE DEADLINE.

JOHN INTRODUCED PAUL JELLINEK – ‘MR. HENRY FLAGLER’ REENACTOR. PAUL GAVE HIS PRESENTATION ON THE LIFE OF HENRY FLAGLER (IN COSTUME). HE ALLUDED TO THE MANY OPPORTUNITIES MR. FLAGLER SEIZED WHILE WORKING WITH JOHN D. ROCKEFELLER IN THE FOUNDING OF STANDARD OIL BUSINESS, ETC. HE BUILT HOTELS IN ST. AUGUSTINE AND A RAILWAY FROM ST. AUGUSTINE TO PALM BEACH AND KEY WEST. MR. FLAGLER WAS MARRIED THREE TIMES AND HAD THREE CHILDREN. THERE WAS A MYSTERY SURROUNDING THE DEATH OF THE THIRD WIFE. PAUL JELLINEK SAID HE WAS PRIVILEGED TO MEET A WITNESS TO THE KEY WEST RAILROAD OPENING (THE WITNESS WAS ONLY 5 YRS OLD AT THE TIME). THE PRESENTATION CONCLUDED AFTER ABOUT 20 MINUTES. PAUL JELLINEK WAS HEARTILY THANKED FOR COMING AND WE APPLAUDED HIS EFFORTS.

TREASURER’S REPORT: BARB KELLY BALANCE 2,331.50
TWO NEW MEMBERS: WILLIAM GREEN \$10, GEORGE HANNIS \$20, MARK NOEL \$10 TDC
GRANT WILL ALLOW US TO REORDER MAPS AND BROCHURES.

GOVERNANCY COMMITTEE:

STEVEN JONES SAID THAT HE HAD ILLNESS AND PERSONAL PROBLEMS OF LATE AND WAS UNABLE TO PERFORM HIS DUTIES AS GOVERNANCE COMMITTEE CHAIR.

BARB KELLY SAID SHE HAS REPORTED MEMBERSHIP HOURS TO SUSIE GAMBLAIN . THE LETTER TO PIONEER FAMILIES WILL BE MAILED IN JUNE. THE FAMILIES WILL BE INVITED TO HAVE DISPLAY TABLES AT THE FESTIVAL. STANLEY DRESCHER WILL MAIL. BARB WILL SPEAK ON LOCAL RADIO STATIONS AND, TOGETHER WITH PAUL JELLINEK WILL VISIT PALM COAST SIGNS.

BARB KELLY WILL SPEAK AT THE ROTARY GROUP IN FLAGLER BEACH IN JULY.

ZOE RICHARDS (YOUNG ESSAY CONTEST WINNER) HAS AGREED TO WORK OVER THE SUMMER AS AN INTERN FOR HCR. SHE WILL BE SCRAP BOOKING WITH BARB. ZOE'S FATHER, JAMES RICHARDS WILL ASSIST BARB WITH HCR WEBSITE.

CATHY COOK WILL WORK WITH BARB AND JOHN TO IDENTIFY AND NOTIFY VENDORS FOR THE FESTIVAL. CATHY WILL ALSO UTILIZE HER RESOURCES TO GET A VARIETY OF VENDORS AS WELL AS CONTACT POSSIBLE ENTERTAINERS.

JOHN SIEBEL IS WORKING ON FLYERS AND RELEASE TO PROMOTE THE FESTIVAL. THE CORVETTE CLUB WILL BE CONTACTED IN ADDITION TO DESTINATION DAYTONA MOTORCYCLES AND WHEELS IN MOTION CAR CLUB.

VISITOR CENTER – JOHN SIEBEL SAID THE SITE PLAN HAS BEEN APPROVED AND IS READY TO GO AHEAD. THE ARCHITECT IS TO COMPLETE RENDERING, WHICH WILL BE ON DISPLAY AT THE FESTIVAL.

CHAMBER OF COMMERCE – GEORGIA TURNER – APPLICATIONS FOR GRANTS AND BUDGET FOR FISCAL YEAR BEGINS IN SEPTEMBER. SHE IS CONFIDENT THAT BED TAX COLLECTIONS WILL IMPROVE OVER THE SUMMER. THE HERITAGE CROSSROADS LOGO ALONG WITH THE CHAMBER LOGO WILL BE NEEDED ON BROCHURES.

ANNOUNCEMENTS BY BOB FINCK –

GARRY BALOGH HAD EYE SURGERY, BUT IS IMPROVING. SCENIC HIGHWAY COORDINATOR MEETING WAS HELD LAST MONTH – JEFF CASTOR IS PROMOTING ECONOMIC

DEVELOPMENT. STREAMLINING THE 5-YEAR PLAN: AIA, BI-WAY EXTENSION AND CONSULTING SUPPORT.

MIKE PALOZZI'S GROUP WILL CONTINUE. BUT CONTRACT WITH D.O.T. TO END. THERE WILL BE LESS DAY-TO-DAY CONTACT. HERITAGE CROSSROADS HAS GROWN VERY NICELY AND CAN CONTINUE ON ITS OWN.

NEW BUSINESS:

BARB KELLY SOUGHT COMMENTS ON MAJOR DONOR PLAN, MEMBERSHIP MARKETING PLAN, GRAPHICS DRAFT STILL BEING WORKED ON WITH PAUL JELLINEK.

BARB KELLY GAVE US AN UPDATE ON JAMES RICHARDS WHO HAS CONSENTED TO WORK ON UPDATING OUR WEBSITE.

SUSIE GAMBLAIN VOLUNTEER SERVICES - WILL UPDATE US ON THE STATUS OF VOLUNTEER HOURS RECEIVED FROM BARB KELLY.

PUBLIC RELATIONS: SUB COMMITTEE - VIVIAN RICHARDSON.

VIVIAN READ THE RECENT PRESS RELEASE ON HERITAGE CROSSROADS, WHICH APPEARED IN THE PENNYSAVER. SHE WILL TRY TO SEND A 'TEASER' ARTICLE TO THE NEWS MEDIA ONCE A MONTH UNTIL THE FESTIVAL DATE. VIVIAN WILL ALSO WORK ON GETTING COVERAGE FOR THE RECENT ESSAY CONTEST WINNER PRESENTATIONS.

MEMBERS ARE REMINDED THAT OUR NEXT MEETING WILL BE HELD ON TUESDAY, JULY 2ND (1ST TUESDAY OF THE MONTH) AT 9 A.M.

MEETING ADJOURNED AT 10:15 AM.

RESPECTFULLY SUBMITTED,
VIVIAN RICHARDSON, HCR COMMITTEE SECRETARY