

Heritage Crossroads: Miles of History  
Corridor Management Entity

MINUTES

August 3, 2010, 9:00AM

Meeting Flagler Co. Chamber of Commerce

I. Call to Order

Chairman John Siebel called the meeting to order.

Attendees: John Seibel; Mike Palozzi; Bob Finck; Garry Balogh; Nate McLaughlin; Bill Ryan; Steven Jones; Mary Ann Clark; Francis Kidd; Barb Kelly; Bruce Piatek

II. Review of July Minutes:

John Seibel asked for any additions or corrections to the minutes. There were none and the minutes were accepted.

III. Old Business:

1. Treasurers Report

Barb Kelly presented the treasurers report the balance is \$1407.75.

2. Barb Kelly reviewed the last fund raising event that was very successful.

3. Website Update: Mike Palozzi reported that the server for the website is changing with the help of PBS&J. Bob Finck presented a power point of the web pages that have been designed. There was a discussion of the audiences it would serve, and adding the list of attractions located along the corridor. Mike asked for additional photographs that could be added to the web site. There was discussion of developing sponsors for the web site and selling space or links. Garry Balogh pointed out that By-Way projects increase tourism 4% to 20% based on a national study.

4. Enhancement Grant - Chairman John Seibel reported on the article in the newspaper which quoted Mayor Netts. The Mayor had asked who was going to maintain and operate the visitor center that was discussed for listing on the "Enhancement Projects" to be submitted to FDOT. Mike Palozzi and Garry Balogh had met With City Manager Langdon several weeks ago and Mr. Langdon set up a meeting for August 13th with his Economic Team to discuss the Visitor Center Project. Chairman Seibel stated that it was unfortunate that the Board was not allowed to meet with City officials prior to the issue coming before the City Council. Chairman Seibel indicated that the meeting with the Economic Team may be unnecessary at this point. He offered to meet with Mayor Netts to discuss the issue and clarify the benefits and value of the visitor center. It will produce jobs during construction and additional permanent museum jobs. The visitor center will bring more tourists to Flagler County and route around the County via the Heritage Highways. Tourists interested in history are known to stay longer

and spend more money than any other tourist class. Tourism spending will put more dollars in the local economy and create and sustain jobs in Flagler County. Compared to widening a road the visitor center project will provide greater economic benefits and those benefits will continually grow over time.

5. TDC Grant Status - Barb Kelly reported that the grant will help pay for production of brochures and that she will be selecting a printer very soon.

### III. New Business

1. Marketing Plan - Francis Kidd with Corridor Solutions reported on the items that the CME needs to work on to grow the organization. She discussed Organizational Development with associated committee structure; development of a budget; reporting of accomplishments; building a case statement for support with more detailed goals. She suggested that the mission statement be broadened to add specifics that state how this group is unique. Additional committees should be formed with board members and volunteers, and a list of donors should be developed. Garry Balogh and Bruce Piatek will work on the list with input from everyone else.
2. Palm Coast Economic Development Meeting: This meeting is scheduled for 10:15 on August 13 at the City Office in Palm Coast.
3. Bunnell CRA: John Seibel reported on the history and situation that exist for the Bunnell CRA. The CRA will generate income for its project given the current drop in assessed property value. The property at the northwest corner of US 1 and SR11 was discussed as a pocket park. Steven Jones moved that the owner be identified and contacted to see if they are willing to donate the property to the CRA . There are tax benefits for the donation and the donor could be given the opportunity to name the park.
4. Agri-tourism Meeting with Extension Director Sharon Treen: Barb Kelly and Bruce Piatek reported on their meeting with the UF Extension Service staff about developing Ag-Tourism. The need to demonstrate the value of agri-tourism to the farmers was pointed out. The group will look for a survey or other data that can be presented to local farmers to demonstrate the value of agri-tourism.

- V. Adjourn - 10:30 AM