

**Heritage Crossroads: Miles of History
Corridor Management Entity (CME)
Minutes from September 1, 2009 meeting
Flagler County Chamber of Commerce**

Call to Order; Introduction of Guests – meeting called to order at 9 am by Mary Ann Clark. Those in attendance included Mary Ann Ruzecki, Bruce Piatek, Steven E. Jones, George Hanns, Bill Ryan, Mary Ann Clark, Gina Osmeloski, Ray Stevens, Barb Kelly, Garry Balogh, Mike Palozzi, Bob Finck.

Review of August 4, 2009 Minutes - minutes were incomplete so could not review.

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 discussed a plan for updating the existing itinerary for possible inclusion on the website. The plan entailed updating the text describing each stop along the byway, and changing the Latitude / Longitude coordinates to street addresses so they can be used by modern automobile GPS devices. The updated itinerary will be available for review at next month's meeting.

Status of video - narrative – Barb Kelly reported that she is on track with the schedule for submittal. Mike Palozzi edited the previous version and it is now available for comment from the group. Please send any comments on this version to Barb.

Logo - Bob Finck – Bob handed out 6 new logos that were updated versions of those reviewed and commented upon at last month's meeting. Comments were received from the group regarding these new logos and will be incorporated into the final draft versions shown at next month's meeting.

Ray Stevens - Fundraising Committee Report – Ray reported that there are no new changes to the plan other than a set date and time. The fundraiser will be held on October 28, 2009, with cocktails served at 5pm and food at 6 pm. The cost will be 15\$ per person.

Update on Ribbon Cutting Ceremony –scheduled for November 7, 2009, to be held at the Ag museum.

Status of 501(c)3 Application – Barb Kelly suggested that the money raised at the fundraising event may need to be used to pay for the application fee.

Bunnell CRA Meeting – next meeting is scheduled for September 9, 2009 at 9:00 am to be held at the Chamber of Commerce offices.

Scenic A1A Meeting last month; asked for Mary Ann R to be rep to the coalition - Mary Ann Ruzecki said that Barb Kelly is actually the representative because Mary Ann is the VP.

New Business

Draft Marketing and Membership Kit – Mike Palozzi reminded the group that the contact list handed out at the last meeting is an important part of this kit. Input and comments are needed to customize it for efficient use in recruiting new members and securing donations. He also handed out a rough draft version of the marketing brochure and asked for comments from the group for discussion at the next meeting. These comments could be incorporated into a final version to be handed out at the fundraising

event. Bill Ryan suggested that the final version of the brochure be sent to him (when available) for inclusion on the website. Mary Ann Ruzecki asked if the board members would have to pay the \$15 stated on the brochure. She suggested that charter members should pay, but volunteer members would not have to.

Adopt our Bylaws – Barb Kelly made some copies for the group to review and said she would also send it out via e-mail for everyone to review for discussion at next month's meeting. Mike Palozzi suggested to the group to be sure that the answers to some of the questions on the 501(c)3 application are included in the by-laws.

Three year future budget – will need this for the annual report. Mike Palozzi reminded the group that the important thing is to keep track of consistency with the goals and objectives of the CME. Mary Ann Ruzecki said that the minutes of the meeting are very important for the annual report. It was suggested that the three year budget may be affected by the awarding of grant money. Barry Balogh said that we can go to www.bywaysonline.org to check the status of the grant applications.

Report on Flagler County Chamber required meeting on 8/13 – the meeting was about application for TDC grant money which is not directed at Heritage Crossroads.

Report on e-mail received from Sarah Bates, General Manager, Fairfield Inn & Suites regarding partnering via web link – this new motel would like to offer deals and discounts to Heritage Crossroad's clients, visitors, etc...through the website. Barb will visit with them and find out more information. It was suggested that they be asked to be a gold donor first.

Other – Garry Balogh suggested that the CME group look into a program that he heard about at the national scenic highway conference called the Informal Science Education Program. This program would get youth involved in the byway.

Garry also stated that there are four FDOT projects programmed for Flagler County that Heritage Crossroads would be a key contributor to. There are two PD&E studies, one widening and one re-surfacing project.

Barb Kelly offered to show photos from Garry's party but the laptop would not work correctly. She said that she would show them at next month's meeting for those interested.

Adjournment – there being no further business, the meeting was adjourned at 10:25 am