

Heritage Crossroads: Miles of History  
Corridor Management Entity

MINUTES

September 7, 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; Mary Ann Clark; Barb Kelly; Bruce Piatek; Judi Stetson; Sandra Stubbs; Kay Stevens; Mary Ann Ruzecki; Jose Papa; Vivian Richardson; Angela Hamilton; Cindy Neal;

II. Review of August 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 treasure's report; the balance is \$1407.75.

A. 501(c)3 - Questions were received from the IRS. Bob Finck provided the answers with help from Barb Kelly.

2. Website Update: Mike Palozzi reported that the website should be finished in approximately 45 days. He reviewed the items that are planned for the web site including opportunities for e-newsletters, accomplishments, and meeting minutes.

3. Enhancement Grant - Mike Palozzi reported on the progress so far. He and Bob Finck put together a package of information requested from FDOT and their work program for Flagler County. The enhancement request was requested by the City of Palm Coast and a presentation will be made on October 19th to the City Council. There is a need to tighten up the cost estimates and to insure that the grant request includes the production of a ready-to-open building. Furniture, finishes and information technology and exhibits need to be included in the project budget. Heritage Crossroads wants a facility that provides benefits the day it opens and will be attractive and functional inside and out. The issue of land ownership was discussed and Bruce Piatek is working on freeing up 3 to 5 acres from the mortgage that exists on the 67 acres. If necessary the building location could change to land owned free and clear by the museum.

4. New Brochures Distributed - Barb Kelly reported that the brochures are available and many have been circulated in Flagler and St. Johns Counties.

5. Subcommittee Organization: The structure and function of each committee was discussed as was the work done to date. Chairman Siebel set an organizational meeting for all three committees to be held at the Black Cloud on September 16 at noon. The committees are: Grants, Fundraising, and Governing.

### III. New Business

1. Marketing Plan - Opportunities to market were discussed:
  - Develop a to-do list
  - Strategic Development plan and critical path management needed
  - Participate at Creek Side, Spanish and Caribbean Festival with a booth
  - Other functions to be determined
  - Sell items: Bob Finck cautioned against "selling" due to IRS questions for 501c3 determination. Chairman Seibel suggested no selling at this time.
  - Chairman Seibel suggested working with the Chamber for email and newsletter coverage.
  - It was suggested road sponsorships be used for businesses. Only available for non-state roads due to sign issues.
2. National Maritime Heritage meeting: Bruce Piatek reported that the effort to get national designation is moving along and the group is applying for a conference grant and is working to develop a local food guide.
3. A1A Byway Report: Mary Ann reported on all the activity being undertaken by the Scenic Byway organization.
4. Bunnell CRA: John Seibel reported that he was trying to contact the owners of the "4 Corners Property" in Bunnell but has run into a dead end. He will continue to dig for the true owners' address to ask them to donate the property. Judi Stetson reported on the two grants that the City of Bunnell has won and the work that can be done to improve the City's roads and entrance signs.
5. Flagler Chamber Trails Brochure: Barb Kelly reported that the Chamber is developing a countywide trails map and the Chamber is soliciting trail information.
6. Heritage Crossroads Presentation to Palm Coast: Presentation concerning the enhancement funding request is scheduled for October 19th at the Community Center in Palm Coast.

### IV. Other New Business:

1. State Conference: Garry Balogh discussed the upcoming state conference set for this spring in St. Augustine. He said the conference is very worthwhile and will provide insights into other CME's around the state.
2. Mike Palozzi reminded everyone that the end of the year report is due November 1<sup>st</sup>.

Adjourn - 11:00 AM