

**Heritage Crossroads: Miles of History  
Corridor Management Entity (CME)  
Minutes from November 3, 2009 meeting  
Flagler County Chamber of Commerce**

**Call to Order; Introduction of Guests** – meeting called to order at 9:03 a.m. by John Seibel. Those in attendance included John Seibel, Mary Ann Ruzecki, Steven E. Jones, Mary Ann Clark, Ray Stevens, Barb Kelly, Bill Ryan, Mary K. Herron, Garry Balogh, Sandra Stubbs, Mike Palozzi, and Bob Finck.

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

**Old Business**

**Treasurer's Report** - The Treasurer's report was given by Barb Kelly. Barb created a financial report for distribution at the meeting that showed the balance is \$350.00, thanks to a successful fundraising event.

**Corridor Itinerary for website (Mike Palozzi)** - Mike explained where the existing Itinerary originated (from a NSB grant) and that PBS&J is currently ground-truthing that version. The ground-truthing field work will update travel times, distances, directions, locations and any other information that may be inaccurate or might have changed. The updated Itinerary will be distributed to the group for comments, corrections, additions, etc. at the December meeting. Bill Ryan said that he would like for us to look into a "voice over" option on the Itinerary, and Mike said that might be possible through another NSB grant. He also explained a cell phone tour that is being developed for the Old Florida Heritage Highway in Alachua County. Bob Finck asked the group if they thought that photo inclusion within the Itinerary would be beneficial, and everyone agreed that it would.

**Fundraising Event Report (Ray Stevens)** – Ray reported that more than \$200 was made from entry donations alone and John Seibel said he would like to personally thank Mike Palozzi and his family for being the largest contributor at the event. Ray said that he thought that the next event could be more successful the next time around and suggested that tickets be sold before the event. If each member could sell 5 tickets, the total donations would far exceed those made at this event. He also suggested maybe a booth to sell hot dogs, drinks; etc... at other local events would help. Mary Ann Clark suggested that this may be difficult because of the permits that would have to be applied for, paid for and approved prior to the event. Steve Jones suggested that more advertising would be needed for the next event; Flaglerfocus.com and Flaglerchamber.com would be good places to start. Also a WNZF talk radio interview would be nice.

**501(c)(3) application status report**– Barb Kelly said that Bruce Piatek and Steve Jones volunteered to help with the application because they have prior experience.

- **Articles of Incorporation /Bylaws** - The amended bylaws from the last meeting will be used for the application. John Seibel met with Tim Connor (attorney of record) and he said that the bylaws do not have to be registered with the state. He will enter them into the book for articles of incorporation.
- **Three Year Budget** – Barb Kelly reported that she received an example from PBS&J that she would use to create the budget for HC.

- **Ribbon Cutting Ceremony final planning update – (11/07/09)** – Barb Kelly reported that Bruce Piatek will welcome everyone to the Florida Agricultural Museum, then will introduce John Seibel as the Master of Ceremonies; John will welcome everyone to the event, then introduce the Palm Coast VFW Post 8696, who will present the colors during the Pledge of Allegiance; a trio from Flagler Palm Coast High School will sing; then John will talk about Heritage Crossroads and the purpose of the Ribbon Cutting ceremony; Then the introductions of the dignitaries in attendance: first to speak will be Wiley Deck, from Rep. John Mica's office; Milissa Holland, Flagler County Chair, will speak; then George Hanns, Flagler County Commissioner; followed by Mayor Catherine Robinson from Bunnell; Mayor Alice Baker, representing Flagler Beach; then from the smallest city in Flagler County, Mayor Dr. Jim Netherton, from Marineland; Jose Papa will represent the City of Palm Coast; Peggy Heiser, Flagler County Chamber of Commerce; then the Ribbon Cutting ceremony will take place. Garry Balogh says that he will provide and deliver a sign to be used for the unveiling. Programs and fans will be sent to Barb Kelly from PBS&J via Fed Ex within the next 2 days. John Seibel said that he would like to have a walk through at the Ag Museum barn on Friday (11/06) at 10 am.

**Video status report**– Barb Kelly reported that there is no change in the status, therefore nothing to report. She says Carl Laundrie says not to worry.

**Draft Mission Statement** – Mike Palozzi distributed a handout of updated key concepts from previous documents (for HC) in order to add them to brochures, business cards, advertisements, etc. He also added two suggested draft mission statements to the handout for discussion from the group. John Seibel suggests that each CME member should create their own version of a HC mission statement to be discussed by the group in order to create a final version at the December meeting.

## **New Business**

### **Grant planning strategy**

- **NSB Grants** - Garry Balogh says that the grant cycle will begin in December 2009 and the feds are only funding tangible items this time around (no longer just staffing hours). Examples are visitor centers, gateways, and kiosks inside welcome centers. He also said that HC needs to be ready when the grant is awarded. Need to find out who will match 20%? County? City?  
The landscaping grant for the byway gateways will be through FDOT. John Seibel motions for PBS&J to start ASAP. Motion seconded by Ray Stevens and all in favor said I (all did)
- **Flagler County TDC Grants** – John Seibel says that he will apply for \$1,200 for the 501(c)(3) application fee and brochure printing.

**Local events** – John Seibel suggests that the Heritage Crossroads CME should plan to participate in some of the following local events if possible (although they may be more ready to effectively attend these events once the brochures are printed):

1. Spanish Festival at Thunder Gulch.
2. Caribbean Festival
3. Walk Back in Time at the Ag museum in March 2010.

**Flagler County schools – education on local heritage** – Garry Balogh reported that he attended an informative presentation at the national Scenic Byways conference regarding the education of youth about Scenic Highways. He is researching the possibility of adding some of this to the curriculum at local schools. <http://www.hallowedground.org/> is a website showing how West Virginia has taught their children about scenic highways. He says that he realizes that the schools are so interested in teaching FCAT learning only, that the main challenge may be to sell the Scenic Highway learning program to the Flagler County school board for the week after the FCAT. John Seibel suggests that a committee be created to facilitate the addition of this theory into the school board. Mary Ann Clark volunteered to head this committee (she knows and has worked with the Flagler County Superintendent of schools).

Positive discussion was enacted throughout the group about how important the local history is to teach to the children.

Mary Ann Ruzecki suggests that HC may want to be involved with Friends of A1A in May 2010 when they host a beach cleanup utilizing youth in the community through a grant that they were awarded.

Sandra Stubbs suggested that HC should present a plan to the County Commission to designate the month after FCAT as local heritage month. It may enhance more funding for the school district.

**Website** – Bill Ryan says that he think the updated Itinerary will be “Pure Gold” and is exactly what the website needs.

**Other** – Sandra Stubbs made a presentation describing the Abundant Life Ministries, Hope House, Inc. They fund a residential group home for boys (abandoned, abused or neglected) in Flagler County. They would like to expand to include boys and girls in the future. They would like to create the “Village of Hope” which would extend their services to stressed families in order to keep them together before the court system or juvenile services has to be involved. The Vince Carter sanctuary allows all of these help services to be located in one facility to help families stay together. They are in a fund raising mode right now in order to build facilities to house these children.

John Seibel says that there is a developer along the old Brick Road that is moving along at an alarming pace for developing along the corridor, and may be cause for concern from the group.

A week from Saturday at the Ag Museum is the opening of the newest exhibit called the “Florida Black Cowboys – past and present”. It should be very interesting and everyone is encouraged to go and see it.

**Adjournment** – there being no further business, the meeting was adjourned at 10:30 a.m.