



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

Call to Order; Introduction of Guests – meeting called to order at 9:06 a.m. by Mary Ann Clark. Those in attendance included Mary Ann Clark, Steven E. Jones, Ray Stevens, Barb Kelly, Richard Barnes, Ed Pinto, Bruce Piatek, Nate McLaughlin, Vivian Richardson, Sandra Stubbs, Garry Balogh, Mike Palozzi, and Bob Finck.

Review of November 3, 2009 Minutes – No corrections suggested. Motion to approve as written was made by Barb Kelly, 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 current balance of \$320.00.

Ribbon Cutting Ceremony report (Barb Kelly) – Barb said “it was a great morning thanks to Bruce Piatek and the Ag museum”. There were 45 people in attendance. Bruce welcomed everyone to the Ag museum, and then introduced John Seibel as the Master of Ceremonies who conducted the rest of the ceremony. All attendees appeared to enjoy the event.

Mission Statement – Mike Palozzi distributed a handout of key concepts and six draft mission statements for expansion/discussion from the group in order to create a new final Mission Statement. He asked the group to notice that the draft statements contained the key concepts of education, preservation, and enhancement of heritage. He said he would like to use the word “*heritage*” instead of “*historical*” in order to maintain a difference, and not offend the Historical Preservation Society. Bruce Piatek offered a mix of MS#6 and #1 (“*The CME will promote the community’s understanding of the region’s heritage by providing educational opportunities while seeking protection and enhancement strategies for its resources*”) and Garry Balogh said that he liked the way that #6 begins (“*The CME will...*”). Nate McLaughlin said that he also liked the word “*heritage*” over “*history*”. Mike said that he will utilize all of these thoughts in order to create a combination mission statement that can be discussed and finalized by the group at next month’s meeting.

Grant planning strategy

- **NSB Grants** – Mike Palozzi said that the grants are on a yearly cycle that should begin early in January 2010. He also said that the CME needs to be prepared with ideas of what they may like to apply for. The feds do not seem to want to fund the warm body/staffing type awards and FDOT central office (Mariano Barrios) believes that they are only funding tangible items this time around (buildings, paved roads, visitor centers, etc.). Mary Ann Clark asked what can be done to restore the Old Brick Road and Garry Balogh suggested that there may be some

options in the Corridor Management Plan. Other suggestions included a youth education grant and interpretive kiosks. Garry suggested that the CME may need to review their Goals, Objectives, and Strategies to see what is important to HC. Bruce Piatek asked Garry if he knew “who got what” during the last grant cycle. Garry said that he can go online to see all but knew that the Florida Black Bear Scenic Byway received a \$250,000 grant for the creation of a master plan and that the River of Lakes Heritage Corridor received \$200,000 for a marketing plan, promotion and website development.

- **Flagler County TDC Grants** – Mike Palozzi said that the grants were going to be applied for by John Seibel for the 501(c)(3) application fee and brochure printing. Barb Kelly said that she heard the cycle will open in February 2010. Bruce Piatek said that the rules have changed now, and 95% of all grant money will be given to city and county projects with community groups only getting 5%. Sandra Stubbs suggested that HC should look to private foundations that may be offering grants, and may want to register with the Foundation Center (<http://foundationcenter.org/>) which will help the HC CME to learn what is available. She also described *Chase Community Giving* which is a program that JPMorgan Chase & Co. is sponsoring through Facebook for grants to small and local charities. The program utilizes votes from Facebook user’s for their favorite charity in order to award grant money.

Corridor Itinerary (Mike Palozzi) - Mike Palozzi described a discussion that he had with Dennis Adams of the America’s Byways Resource Center recently regarding stages of byway travel and his theories of effective wayshowing. The basis of which is to think of our scenic highway as if you were a visitor, not a local. If this thought process is utilized when creating brochures, maps and other distribution items, the visitor’s experience will be much more enjoyable because they would be less likely to get lost or confused along the route. Mike would like for the CME members to utilize this basic theory while reviewing the most recent version of the travel itinerary (copies were distributed to everyone). He would like for everyone to return next month with edits that would make it a more user/visitor friendly document. Sandra Stubbs suggested that including the hours of operation for the sites outlined in this itinerary would be very helpful for visitors.

501(c)(3) application status report (Barb Kelly) – Barb said that it is in the works and she needs to meet with her committee (Bruce Piatek and Steve Jones). Mike Palozzi explained why this designation is so important for the CME and reminded the group that this application needs to be submitted ASAP.

New Business

Youth Education on Local Heritage committee report (Garry Balogh/ Mary Ann Clark) – Garry explained that he got the idea from an informative presentation that he attended at the National Scenic Byways conference regarding the education of youth about Scenic Highways. He is currently working with 13 different byways and is hoping to incorporate this idea in them all. He announced that he (along with Mike Palozzi and Bob Finck) has a meeting scheduled today with Jacob Oliva at the Flagler Palm Coast High School to discuss the possibility of adding local heritage to their curriculum. Mike Palozzi offered that his daughter has a class in a St. Petersburg High School available to

her regarding local history right now. Bruce Piatek said that he knows examples of scavenger hunts (available on the internet) sponsored by local merchants that include children and families and may last a couple of months at a time that might be worth looking into.

A1A Scenic & Coastal Byway Report (Mary Ann Ruzecki) – Mary Ann was not in attendance at this meeting so Garry Balogh offered that their last meeting was on a yacht and therefore he has no information to report.

Local events – Vivian Richardson informed the group that there will be an Afro-American Caribbean Heritage event held on February 27th at the college amphitheatre.

- **10-year anniversary of Palm Coast** – this event will actually be held on December 12th, and not in January as previously mentioned. Free booths will be available.
- **Walk Back in Time (Ag Museum)** – this event will be held during the 3rd weekend in March. Before that event there will be a “rendezvous” held at the Ag museum in January. This event will feature a re-enactment of the time period when fur traders met with goods traders to swap items.

Website – Mike Palozzi informed the group that when Kelly Jordan (PBS&J) comes back from maternity leave in 2010 she will review the website and clean it up in order to save space and make it more efficient. He says that he would also like to create a Facebook account for HC to focus on youth involvement. This account could be accessed through the website. Additionally, Mike added that the FDOT central office website is being updated and they are adding some new information about each scenic highway in Florida. They have asked for a series of questions that would need to be answered while traveling each byway, and Mike provided a list to them for HC.

Other –

- Barb Kelly showed the group a license plate with the new Heritage Crossroads logo on it that she had made for her car. She suggested that it might be a good item to sell for a fundraiser and that she had it made at the flea market for \$20. Sandra Stubbs suggested that Dixie Union Printing on N. Old Kings road would do a good job also and might even be cheaper.
- Garry Balogh suggested that HC apply for a FDOT plant materials grant in order to enhance the landscaping of the gateways and possibly other sites along US 1 (maybe the Ag Museum or the African American Cultural Society). PBS&J will provide the grant form at the next meeting. The application would need to be completed before July 2010. Garry added that transportation enhancement funds are federal, and the local MPO would need to rank/prioritize the project lists. He would like for HC to apply for this funding.
- Richard Barnes asked the group their thoughts on the possibility of creating a calendar that would include local events for all the communities in the area. Barb Kelly said that the Chamber of Commerce does this already. Richard said that he was thinking of one that would be more specific to HC. Barb added that maybe the CME could use the printing company that Sandra Stubbs had mentioned earlier (Dixie Union Printing). Richard said it would be nice to create something that would allow local merchants to track business they may be receiving at their establishments directly generated from organizations such as HC.

Adjournment – there being no further business, the meeting was adjourned at 10:13 a.m.