

Heritage Crossroads: Miles of History
Corridor Management Entity

MINUTES - January 4, 2011, 9:00AM, Black Cloud Restaurant - Bunnell

I. Call to Order:

Chairman John Siebel called the meeting to order. He presented a New Year's update. He listed the organization's accomplishment for the last year and set the goal of getting something "in the ground" for the 2011.

Attendees: John Seibel; Bruce Piatek; Vivian Richardson; Sandra Stubbs; Jim Massfeller; Garry Balogh; Mary Ann Ruzecki; Anita B. Turner; John Fitzsimmons; Bill Ryan; Bill Lensen; Mary Ann Clark; Mike Palozzi; Bob Finck; Barb Kelly

II. Review of Last Months Minutes:

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

IV. Old Business:

1. Treasurers Report:

Barb Kelly presented the treasures report. She reported a current balance of \$1,577.25.

2. Committee Reports: Chairman Seibel asked for more people to get active with the standing committees.

- A. Sustainability Committee: Sandra Stubbs reported that the committee was considering window stickers, like the Chamber uses, and business discounts for businesses that join the organization.
- B. Membership Committee: Mary Ann Clark reported that the committee recommended not doing a VIP tour of the Highway on February 16th because it would cost money we do have. The committee will continue the quarterly newsletter but would like recommendations for a name for the newsletter. The committee encourages everyone to recruit new members.
- C. Governance Committee - Steven Jones could not attend so the report was delayed until the next meeting.

3. Website Update: (www.heritagecrossroads.org) Garry Balogh pointed out that the State web site wants stories to add to its site: www.FloridaScenicHighways.com. Our web site is up and running. Barb Kelly mentioned that newly elected State Representative Fred Costello has requested art for his offices in Tallahassee and Deland. Barb submitted two photos from Flagler County for his consideration.

4. Enhancement Grant:

Mike Palozzi reported that the enhancement projects have been forwarded to FDOT in Tallahassee and they have sent them back to the Districts for ranking and ultimately to be prioritized for inclusion on the 5 year plan.

Bruce Piatek reported that the information has been submitted to the bank per the land donation by the Museum. Bruce also reported that Representative Proctor sent him a letter asking for clarification on the Visitor Center project. Bruce read

Representative Proctor's letter and stated that he would email a reply letter for input.

5. Four Corners Property Update: John Seibel reported that he met with the Bunnell City manager and requested \$38,000 to purchase the property. John stated that we will need to make sure the funding comes through and that the City purchases the property this year.
6. Annual Meeting: Barb Kelly reported on the annual meeting and the election of Officers and Directors.
7. Old Kings Road Project Update: Jim Massfeller reported on his progress to date and that his goal is to have the Kings Road open before the end of this year. He stated that Flagler County and the Water Management District have been very helpful.

III. New Business

1. NSB Grant Ideas: Mike Palossi discussed the grant cycle and the need for the Sustainability Committee to identify a grant projects. He stated that this year there will be no matching funds requirement. A grant for signing all attractions along the highway would achieve a goal in our strategic plan. He also discussed the Visit Florida grant and that it would be good to apply for money for kiosks that could be located on the byway. Locations for kiosks were discussed and Cody's Corner, St Mary's, and the Kings Road & Hewitts Mill were brought up. A vote was taken for the location of the first kiosk and Kings Road - Hewitts Mill was the first choice.
2. Accreditation Program: Mike Palozzi reviewed the statutes of the Heritage Crossroads CME on all the accreditation measures. He provided very useful handouts. Assignments for each item that needed to be completed were handed out with much of the work falling to the Governance Committee.
3. Hertiage Highway Video by Flagler County: Craig Hockinson, videographer for Flagler County, is finishing the project and Barb Kelly and Steven Jones are working with him.
4. A1A Byway Report: Mary Ann Ruzecki reported that they are working on a welcome sign for Flagler Beach, and a way finding signage program for the byway. She also discussed "Holiday at the Beach" and it's conflict with the Gamble Rogers Festival last year.
5. Other New Business: Bruce Piatek asked everyone to thank John Seibel for hosting our meetings.

Adjourn - 11:00 AM