

MINUTES - April 5, 2011, 9:00AM, Black Cloud Restaurant - Bunnell, Florida

I. Call to Order:

Chairman John Siebel called the meeting to order.

Attendees: Jim Massfeller; Judith Haralson; Bruce Piatek; Sandra Stubbs; Barb Kelly, John Seibel; Stan Drescher; Bob Finck; Mike Palozzi; Steven E. Jones; Carl Landrie; Garry Balogh; Nate McLaughlin; Ray Stevens; Bill Ryan; Mary Ann Clark;

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. Mike Palozzi stated that the calendar and budget review should always be in the minutes.

IV. Old Business:

1. Treasurers Report:

(A.) Yearly Budget Update - first quarter:

Barb Kelly reviewed the finances for the first quarter of 2011. She reviewed the expenses and income for the quarter and compared them to the budget data. We appear to be tracking well with the budget. Barb mentioned areas in which expenses were higher than budget but most items were under budget for the quarter. She also discussed last month's expenses and income. The current balance is \$1889.75.

(B.) Yearly Events Calendar - Upcoming events:

Barb Kelly reviewed the calendar and the upcoming fundraiser/celebration at the Black Cloud which will be held on Saturday, April 23<sup>rd</sup>.

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

(A.) Sustainability Committee:

Sandra Stubbs reported on "Preserve America" and "EPA Grant" opportunities. The committee has a meeting set with School Board staff at 11:00 AM today to discuss developing funding to help the schools with field trips etc.. She stated that the schools are unlikely to add new programs given the funding crunch but will welcome help finding funding.

Steven Jones mentioned the need to work to make our organization sustainable, to develop funding for staff support, and to insure the organization is viable.

Mike Palozzi suggested we apply for a wildflower grant to help beautify highway US #1 and work with the schools to get the work done. John Seibel stated that he would invite the City of Bunnell highway maintenance person to the next CRA meeting to help implement this action.

(B.) Membership Committee:

Mary Ann Clark reported that Susy Rutherford is working on a database of potential members and letters are being sent out to local businesses to ask for

financial support. Bill Ryan discussed the use of "Constant Contact" to send out the newsletter via email. Bob Finck suggested that the current newsletter be emailed out and Barb Kelly said she had the email addresses on her computer. She will get the newsletter out as soon as possible.

(C.) Governance Committee - Steven Jones and Barb Kelly reported that they are working on accreditation. Barb Kelly reviewed a conversation she had with Francis Kidd and Wanda Maloney of Corridor Solutions about Level 1 accreditation. They stated that we need to update our mission statement to expand it to include services to the community and the visitors to our community. Barb discussed the need for quarterly review of the budget and the work plan. We need to add language on indemnification and the definition of the minimum and maximum number of board members in the bylaws. We also need to discuss and develop a "Community Participation Plan" and show evidence of follow-up on all work plan items.

Mission Statement: John Seibel suggested a sub-committee of the Governance Committee rework the mission statement to include language concerning promotion of the highway to visitors and tourists.

Indemnification: Mary Ann Clark moved that a statement addressing indemnification be added to the by laws, second by Sandra Stubbs, passed.

Board Membership: Barb Kelly moved that the bylaws be amended to state that the board shall have a minimum of 3 members and a maximum of 30 members, second by Mary Ann Clark, passed.

3. Website Update: (www.heritagecrossroads.org) Steven Jones and Bob Finck reported that Café Press is up and running so people can buy logo merchandise. Bob stated that we need to get a Facebook account set up and operating.
4. Enhancement Grant: Michael Palozzi reported that we will need to meet with the City and County to insure that our Welcome Center project stays on the list and that it is listed as high as possible. Steven Jones stated that he believes that the Welcome Center would do more for job creation and provided more economic benefits to the community than the Matanzas Woods /I-95 interchange.
5. Old King's Road Update: Jim Massfeller reported that his project is moving forward. He met with the Water Management District staff and feels that the permitting issues have been resolved in favor of the project and Ag Museum.
6. Four Corners Project: John Seibel reported that he met with the City of Bunnell and they agreed to add the purchase of the four corners property into their City budget this year. John stated that he would follow up on this effort.

### III. New Business

1. NSB Grant Ideas: Mike Palossi discussed the grant cycle for Byway Grants. He stated that there may not any funding this year. But if there was we would develop

a grant request for the kiosk at the Hewitt's Mill/Old King Road site and for the kiosk at the Four Corners property in Bunnell.

3. Fund Raiser: Barb Kelly reported that the next fund raiser will be held at the Black Cloud on April 23 starting at 4:30; cost \$15.00. Please RSVP to Barb Kelly.
  
7. Other New Business: Barb Kelly stated that we should have a celebration for the web site being up and running and suggested that it might be part of the fund raising event. Barb asked Carl Laundrie if he could show the County video at the fund raiser and he agreed.

Mike Palozzi reminded the group that the Scenic Highway Conference will be coming to St. Augustine and would benefit from a presentation on our organization's work to be designated and accredited.

8. Public Comment: Chairman Seibel asked for any public comment, seeing none he adjourned the meeting.