

MINUTES - May 3, 2011, 9:00AM, Black Cloud Restaurant - Bunnell, Florida

I. Call to Order:

Chairman John Siebel could not attend the meeting. Vice Chair Mary Ann Clark called the meeting to order and proceeded to the Pledge of Allegiance.

Attendees: Bruce Piatek; Sandra Stubbs; Bill Lenssen; Laura Gamba; Garry Balogh; Bob Finck; Mike Palozzi; Gigi Hart; Mary Ann Clark; Steven Jones; George Hanns; Mary Ann Ruzecki; Bill Ryan; Barb Kelly.

II. Review of Last Months Minutes:

Mary Ann Clark asked for any additions or corrections to the minutes. There were none and the minutes were accepted.

IV. Old Business:

1. Treasurers Report:

The current balance is \$2067.10.

(B.) Yearly Events Calendar - Upcoming events:

Barb Kelly reviewed the calendar and the upcoming July fundraiser at the Black Cloud. Mike Palozzi reported that wildflower seeds are available from FDOT along with seed packets. These packets need to be made up but then they would be nice give-away items to promote our organization.

2. Committee Reports:

(A.) Sustainability Committee:

Sandra Stubbs reported on the "EPA Grant" that was submitted last week. The grant is to develop the "Discovery Nature Trail" at the Florida Agricultural Museum. Indian Trails Elementary is partnering on the grant and will involve students in the project. Sandra thanked everyone who worked on the grant application.

(B.) Membership Committee:

Mary Ann Clark reported that Hilton Garden Inn became our first business member. It was suggested that a press release be sent out to recognize the Hilton Garden Inn and to encourage other businesses to join. Mary Ann thanked Mary Herron with Ag Museum for sending out the newsletter and Bill Ryan for writing it. Mary Ann urged the need for updated brochures to be printed for our summer and fall upcoming festivals. The committee will be meeting again on an upcoming Tuesday.

George Hanns reported that hotel stays are up 30% over last year. Laura Gamba stated that the "Fantastic Flagler" magazine is distributed to all the local hotel rooms and she trains hotel staff on what there is to do in Flagler County. She will help get the word out about our program and will assist with *Face book*. Bruce Piatek suggested that we find a way to get the Heritage Crossroads tour into the hotels.

(C.) Governance Committee - Steven Jones and Barb Kelly reported that they are working on accreditation and a revised mission statement. Barb Kelly read the suggested new mission statement and pointed out that it contained the points wanted by the consultants that are helping us. She will email the new language to everyone to review and comment on.

3. Website Update: (www.heritagecrossroads.org) Steven Jones and Bob Finck reported that the list of National Register of Historic Sites is being added to the website. Bob asked that everyone submit videos and stated that the County's and Bill Ryan's videos are on the site.
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. He suggested that perhaps we down size the request to pay for the design work only. The hope would be that it would be easier to fund. Sandra Stubbs suggested an interim welcome center at I-95 and SR 100. It was pointed out that the Chamber does this already. Steven Jones stated that he would worry that an interim welcome center would dilute the interest in the one we really want to build. It was decided that John Seibel should set up presentations to the City and County upon his return, to insure the project is ranked and ranked high on the list.
5. Old King's Road Update: Jim Massfeller was unable to attend. Bill Ryan reported that Jim is working with the Water Management District to get the permitting issues resolved for the Kings Road project.
6. Four Corners Project: This item was deferred until John Seibel returns.

### III. New Business

1. NSB Grant Ideas: Mike Palossi discussed the grant cycle for Byway Grants. He stated that the cycle is ready to start and that there will not be much time to complete a grant. He suggested we begin now. Possible grant ideas were discussed. Bruce Piatek mentioned that the Welcome Center grant was already prepared. There was discussion of the Tourist Development Council grants as a possible source of matching funds. However, the 109 funds that are the big grants is restricted to City and County applications. It was suggested that the Sustainability Committee meet and discuss the issues and begin the grant process.
2. Flagler Volunteer Services: No report; Suzy Rutherford was not at the meeting.
3. Accreditation Program: Barb Kelly reported that the mission statement update was the critical item and that had already been discussed.
4. A1A Byway Report: Mary Ann Ruzecki reported that the seawall is a major issue that is being fought. Work is continuing on the welcome sign for Flagler Beach.
5. Fund Raiser: Barb Kelly reported that the next fund raiser will be held at the Black Cloud on July 23.

7. Other New Business: Mike Palozzi reminded the group to be careful with information released to the public especially press releases. One other group had a problem in this area and all that is needed is a review process so information is correct. It was pointed out that Barb Kelly serve us as the Editor on published information.
8. Meeting was adjourned at 10:35.

#### CURRENT MISSION STATEMENT:

The mission of Heritage Crossroads is to heighten the community's understanding of the region's heritage by promoting and preserving the corridor and its unique resources.

#### Reviewer Comments & Required Actions:

1. Although the statement is brief (one sentence), it does not convey what is special about the byway's resources. It also seems to imply that the CME's work will be focused on educating the community about the byway. Is this the intent? What about the byway visitor?

Actions:

1. Revise the mission statement to address concerns cited above.
2. Formally adopt the mission statement at a regular CME meeting.
2. Once the mission statement has been revised, submit collection of materials containing mission statement.

*The mission of Heritage Crossroads is to increase the community and visitors' knowledge of the region's heritage by promoting, enhancing and preserving the corridor and its unique resources .*

The above is a suggestion sent from Mary Ann Clark.

The following are 2 other mission statements adopted by the listed entities:

#### ***Florida Black Bear Scenic Byway***

Our mission is to enhance, encourage and promote the preservation and protection of the outstanding natural, ecological, cultural and historic resources of the Florida Black Bear Scenic Byway for its residents, inhabitants, visitors and future generations.

#### ***A1A Scenic & Historic Coastal Byway***

To preserve, protect, promote, and enhance the outstanding resources of the A1A Scenic & Historic Coast Byway in a manner that provides a unique experience for visitors, and maintains an unhurried lifestyle and "Old Florida" ambiance for all.

