

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

I. Call to Order:

Chairman Barb Kelly called the meeting to order and proceeded to the Pledge of Allegiance.

Chairman Kelly presented Past Chairman John Seibel with a **Certificate of Appreciation** from the group. She thanked John for all his hard work and for getting the organization started and running in the right direction. John thanked everyone for the recognition. There was a round of applause for John.

Attendees: Mike Palozzi; George Hanns; Bill Ryan; Jim Massfeller; Mary Ann Clark; Laura Gamba; Stan Drescher; Gigi Hart; Bruce Piatek; Suzy Rutherford; Mary Ann Ruzewski; Garry Balogh; John Seibel; Bill Lensen; Carl Laundrie; Steven E. Jones; Barb Kelly.

II. Review of Last Months Minutes:

Chairman Kelly asked for any additions or corrections to the minutes. There being none, the minutes were accepted.

IV. Old Business:

1. Treasurers Report:

Barb Kelly reviewed the finances for the last quarter. 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.

Barb Kelly asked for approval to pay the Chamber dues, Motion was made by John Seibel to pay the dues at the basic level, second by George Hanns, passed.

Barb Kelly reported on the upcoming fund raiser dinner at the Black Cloud on July 23 at 4:30 PM with a donation of \$15.00 per person. The main purpose of this fundraiser is to raise money for the group's kiosk project. John Seibel offered to make a flyer to be sent out for the fund raiser.

2. Committee Reports:

(A.) Sustainability Committee:

Mike Palozzi reviewed the grant situation. He suggested that we break the Visitor Center request into a design phase and a construction phase. This will reduce the cost of the first phase and should then lead to funding for the second phase. Mike stated that we need an estimate of the design cost for the Visitor Center. Bruce Piatek offered to ask an engineer on his Board to help with an estimate.

Mike discussed the kiosk grant request and indicated that the locations will be Hewitt's Sawmill, Cody's Corner, Four Corners property in Bunnell, and St Mary's Church in Korona at Old Dixie Highway. John Siebel reported that the City of Bunnell and the CRA are moving forward on the purchase of the 4 Corners Property.

Barb Kelly asked that Jim Massfeller and Bruce Piatek serve as the kiosk committee with herself. We need a design, plans and a cost estimate.

(B.) Membership Committee:

Mary Ann Clark reported that she is sending out letters to businesses and local individuals but has had no results to date except for the Hilton Garden Inn on #100. The newsletter was discussed and Mary Ann thanked the Ag museum for emailing them to its membership. Mike Palozzi suggested sending the newsletter to other organizations.

The need, design and cost of membership cling stickers were discussed. Cost per sticker was between 53 to 33 cents for a 4 by 6 sticker with white or clear background. Mary Ann Ruzicki suggested the white background, as it would show up better.

(C.) Governance Committee:

Barb Kelly reported that they are working on accreditation and a revised mission statement. Nothing has been heard from *Corridor Solutions*, Wanda Maloney & Frances Kidd.

3. Website Update: (www.heritagecrossroads.org) Up and running.
4. Enhancement Grant: John Siebel reported he will meet with the County on July 18th to insure that our Welcome Center project stays on the list and that it is listed as high on the list of priorities as possible. It was discussed that the design & permitting phase request should be requested as the first phase of the project. The hope is that by reducing the amount requested to design only that the project will receive funding. Mike Palozzi will work with Bruce Piatek to get an estimated amount to request. George Hanns asked about the Bunnell train station as a model. The previous rendering for the Heritage Crossroads Visitor Center was of the train station in Palatka. The general consensus was that if Bunnell got the train stop by Amtrak that we didn't want to copy their old train depot.

Bruce Piatek reported that he will have an answer from the bank in 60 days concerning the release of 5 acres from the mortgage that the museum has on the property.

Chairman Barb Kelly reported that our consultants, Mike Palozzi and Bob Finck, will remain with us for at least two more years. She thanked FDOT and Garry Balogh for making this possible.

5. Old King's Road Update: Jim Massfeller reported that the staff of the Water Management District has been busy with wild fires so no clearing of the road has been done.
6. Report on "In Focus" Conference
Chairman Barb Kelly reported on the Florida Scenic Highways Workshop that was held in St. Augustine. She presented various information items she brought back. Attending the workshop was very valuable. Chairman Kelly will email links to the conference papers to everyone.
7. Itinerary/post card draft:
Mike Palozzi handed out the final draft of the Itinerary post card. Laura Gamba said she would use them in her training for hotel staff so they can send people to things to do in Flagler County rather than sending them to St. Augustine as many do now. Bruce Piatek suggested that we might sell space on the map to businesses so as to generate revenue for printing etc..

III. New Business

1. NSB Grant Ideas: Nothing added.
2. Flagler Volunteer Services: Suzy Rutherford reported that she has updated the membership database. She discussed the need to capture volunteer hours by the board members.
3. Accreditation Program: Garry Balogh reported that our organization and Scenic A1A are leading the way on accreditation.
4. A1A Byway Report: Mary Ann Ruzecki reported that the welcome sign for Flagler Beach has been installed. She also mentioned the "Flagler First Project" to coordinate between residence and businesses. Hospitality training was discussed.

Chairman Kelly appointed Stan Dresher as our liaison to the Scenic A1A organization.

5. Other New Business:
Garry Balogh presented the National Scenic Byways map and discussed the need for our organization to become a National Scenic Byway. It will improve grant opportunities. We can apply when the next review begins.

Stan Dresher presented the poem he wrote for the Heritage Crossroads and honoring John Seibel, as Chairman. Chairman Kelly requested that this poem be added to our web site.

Meeting Adjourned at 11:00 am.