

MINUTES - AUGUST 2, 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.

Attendees: Mary Ann Clark; Nate McLaughlin; Sandra Stubbs; Stan Drescher; Judith Massfeller; Jim Massfeller; John Seibel; Gigi Hart; Bob Finck; Mike Palozzi; Bill Ryan; Bruce Piatek; Barb Kelly; Carl Laundrie;

II. Review of Last Months Minutes:

Chairman Kelly 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 reported a current balance of \$2,439.50.

2. Committee Reports:

(A.) Sustainability Committee:

Mike Palozzi stated that the committee had enjoyed a period of thoughtful reflection since that board meeting. Grant opportunities with Humana Health and the Florida Department of State were discussed.

(B.) Membership Committee:

Mary Ann Clark reported that she had a design for the window stickers. She presented both designs--one for "Donors" and one for "Members". The mock ups had a black background. Cost per sticker was between 53 to 33 cents for a 4 by 6 stickers. The design was discussed and it was decided that a mockup of black, clear and white backgrounds be obtained to review at the next meeting. It was decided that "Donor" was the better option.

Bob Finck suggested that a committee be formed to develop a new brochure. Chairman Kelly appointed John Seibel, Bruce Piatek and herself to be on that committee.

(C.) Governance Committee:

Barb Kelly reported that our group has received the First Level of Accreditation from Corridor Solutions through the FDOT. The Mission Statement has been revised to comply with the Level I Accreditation:

Our mission is to:

Highlight the historic resources of Florida's first Heritage Highway - ranging from the Florida Agricultural Museum to the Bulow Plantation Ruins - by promoting, enhancing and preserving the unique character of these resources and their place in Florida's history. Through education and interpretation we will enhance the experience of visitors, and the community's appreciation of the region's heritage.

Garry Balogh stated that development of a major donors campaign is required for future accreditation.

3. Website Update: (www.heritagecrossroads.org) Bob Finck reviewed all the components of the web site that have been updated: Mission Statement, Accreditation Seal, National Register listings, Visit Florida update, scenic highway link, and paypal account.
4. Enhancement Grant:
Report to County Commission: John Siebel reported on the meeting with the County Commission. He stated that we came out rated number 10 and he was not happy with that outcome. Carl Laundrie explained the process that had taken place and indicated that County Manager Coffey would like to meet with representatives from our Board to discuss ways to get the project funded. John Seibel asked if the Chairman would appoint himself and Bruce Piatek to meet with Mr. Coffey. Chairman Kelly agreed.

Land Donation Update: Bruce Piatek reported that he had approval from the bank to release the 5 acres from the mortgage. A copy of the banks letter was emailed to the Chairman. The property needs to be surveyed and legal description produced and then a deed recorded. Nate McLaughlin said he could ask Stephenson Surveying to help. He will email the contact information.
5. Old King's Road Update: Jim Massfeller reported that the road is cleared thanks to the Water Management District and road base material will be spread by the County. The County indicated that we need to get permission to harvest road base material from the Florida Inland Navigation Districts spoil area at Princess Place. Jim will calculate the amount needed and Bruce Piatek will contact FIND for permission. It was mentioned that Mayor Jon Netts is a FIND board member and could help in the process.
6. Itinerary/post card draft:
Mike Palozzi handed out the final draft of the Itinerary which was produced as a 8.5" by 11" sheet that could be glued up as a tear off pad. Bruce Piatek suggested that we sell advertising on the side of the map and generate revenue to pay for the printing. These would be given to local hotels and tourist stops in Flagler County.

III. New Business

1. NSB Grant Ideas: Nothing added.
2. Flagler Volunteer Services: Susy Rutherford sent an email report. She is working to set up an information table and tent for community events and finding volunteers to man the booth for our Creekside Festival event in October.
3. Accreditation Program: Barb Kelly reported that our organization was awarded accreditation. She displayed the certificate which is also listed on the web site..

4. A1A Byway Report: Mary Ann Ruzecki reported on the activities of the Friends of A1A.
5. Other New Business:

Barb Kelly suggested that we develop a mystery tour or historic tour of the county. Bill Ryan reported that Sisco Dean will be doing tours through the Historical Society.

Bill Ryan reported on the efforts in St. Augustine to celebrate the 450th anniversary. He discussed the National Park Service Committee meeting and that Sisco Dean pointed out that Flagler County was part of St. Johns County. Flagler County's role in the celebration was discussed.

Stan Drescher presented his fund raising plan. He will be selling poems for a \$1.00 each with the proceeds going to each purchaser's designated charity, which includes Heritage Crossroads.

Mary Ann Clark reminded everyone that the History Coalition will meet on Saturday August 13 at the library. She also mentioned the Creekside Festival and our need for a booth which will cost \$40.00 this year.

Meeting Adjourned