

Minutes

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Heritage Crossroads

Corridor Management Entity

www.HeritageCrossroads.org

Tuesday, February 7, 2012 9 AM

John Siebel, Chairman, presiding.

Attendance: John Siebel, Richard McCleery, Guest – Four by Flagler, Georgia Turner, Amy Lukasik, Bill Ryan, Bill Lenssen, Judith Massfeller, Jim Massfeller, Garry Balogh, Bruce Piatek, Stanley Dresher, Carl Laundrie, Mary Ann Ruzecki, Mary Ann Clark, Barb Kelly, Vivian Richardson, Mike Palozzi, by phone

Pledge of Allegiance

Minutes Approval: Approved (with addition of new Wayfarer Ads)

Treasurer's Report: Balance \$2,309.65.

Committee Reports:

Black Cloud Meeting. Sustainability Committee met. Subject: 'Mica' proposal to discontinue Byway. We discussed the need to have a plan (18-month) G.G. Hart – City of Bunnell representative is a grant writer. Perhaps with Sandra Stubbs. John Siebel pointed out important need is for our Sustainability; Grant Writing, and direct funding. Jim Massfeller will work on the day-to-day aspects of the Plan. John remains optimistic of the outcome.

Membership: Mary Ann Clark reminded us that Membership Dues are due. Bill Ryan has completed the Wayfarer. The Historical Coalition will meet on the 18th at the Library. Barb displayed decals to be received with membership payment.

Governance Committee: Steven Jones – Good meeting – Needs further discussion with group. This committee has set the 2nd Thursday each month for their committee meeting.

John met with the County – Field Work with Steven and Team. Have sent over survey paperwork to county. County will help with final cost, in addition to grant from TDC.

Kiosk Project: Jim Massfeller. Coming along. Working on visual process. Deadline set to complete the selection for visuals on one side of the kiosk is June, so we have time. Distributed pictures showing progress. Reported on meeting with planning people on beautification of Bunnell. Met strong opposition. Something we have to overcome. John is

disappointed with Bunnell City Manager and Staff Director who did not have funding he requested for pocket park, even though he is aware that they have sufficient grant funds.

Heritage Crossroads: Barb Kelly. Volunteer Hours must be submitted in addition to hour attending monthly meetings.

G.G. Hart – Not here. Moved offices to Atlantis Office Center.

Georgia Turner- Chamber of Commerce and TDC: Has full staff, web site. Is undergoing a research project on visitors to Flagler County. Has 5-year strategic plan, tear off map to show new visitor center, trails guide and HCR promoted in phone book.

Barb Kelly: Suggests utilizing Bulow Bugle – HCR Article/Column. 'State Clubs'

Guest Presentation: Four by Flagler – HCR Scenic Route, Richard McCleery – Touching on landmark sites back to Ag museum for refreshments and entertainment. Brings attendance to County and fundraising during late August/September. Competition limited to 200 people.

Mike Palozzi – Joined us at this point by phone.

Mr. McCleery continued. Has authored a letter earmarked to youth. There will be teams with limited participation. HCR would benefit and is invited to attend monthly meetings. Will leave his e-mail and phone numbers. Thanked HCR for allowing this presentation. Received positive response.

National Byways Legislation: Discussion followed. Mica, now head. Has proposed in a Bill to be presented to Congress to do away with the National Byways Program. (Saving money for national budget) Steven Jones: Mica in the past has been very supportive to Flagler County. Mica's new position to eliminate the National Byways program will affect funding, as well as federal, state, and county support. Item is not main focus of Bill (Item 21). We may be able to have this piece of the Bill removed.

We need to broadcast this issue and highlight the positive attributes of tourism, i.e., 72 miles of pristine oceanfront and 92 miles of History in Flagler County. Form Letters and Letters to the Editor of Newspapers to be mailed, as well as radio contact, expressing our concerns.

Mike Palozzi: Our Action Plan document is due to be updated with implementation plan. This should include key issues we wish to accomplish in 2012

Budget Plan – We need to review plan yearly.

Perhaps 18-month Items:

- 1- Four corners property – Signage – Education Campaign
- 2- Membership Increase – to 30% - Office Incentives
- 3- Bunnell Gateway Beautification – Plantings, etc.
- 4- Visitors Center – Kiosks
- 5- New Brochures – Smaller – consolidate sites

Meeting adjourned at 10:15