

HERITAGE CROSSROADS COMMITTEE
TUESDAY, AUGUST 7, 2012
MINUTES
9 AM - GOVERNMENT SERVICES BUILDING

ATTENDANCE: CHAIRMAN JOHN SIEBEL, JIM MASSFELLER, BILL RYAN, SANDRA STUBBS, COMMISSIONER GEORGE HANNS, GIGI HART, CARL LAUNDRIE, VIVIAN RICHARDSON, MIKE PALOZZI, GARRY BALOGH, MARY ANN CLARK, GEORGIA TURNER, KENT RYAN, JAMES FISKE, STANLEY DRESCHER, COMMISSIONER NATE MCLAUGHLIN, STEVEN JONES, NANCY DUKE, ED MOORE, BOB FINCK, AND BARB KELLY.

I. THE MEETING WAS CALLED TO ORDER BY PRESIDENT JOHN SIEBEL AT 9:05 AM, FOLLOWED BY THE PLEDGE OF ALLEGIANCE, AND THE INDIVIDUAL INTRODUCTION OF THOSE IN ATTENDANCE. JOHN MENTIONED THAT THERE WERE NO MINUTES OF THE PREVIOUS MEETING.

II. TREASURER'S REPORT: BARB KELLY SUBMITTED REPORT BALANCE as \$2,201.08. BARB ALSO MENTIONED THAT SHE HOPED TO RETRIEVE THE MINUTES RECORDED VIA STEPHEN JONES RECORDING OF LAST MEETING.

MIKE PALOZZI REMINDED THOSE IN ATTENDANCE THAT MINUTES AND ATTENDANCE RECORD ARE NECESSARY, DUE TO SUNSHINE LAW, AND IN ORDER TO BE INCLUDED IN THE END OF YEAR REPORT REQUIRED BY THE STATE BY OCTOBER. ALSO, AN ANNUAL MEETING MUST BE ESTABLISHED WHEREIN NEW OFFICERS, AND AGENDA ARE DECIDED.

A 1-DAY RETREAT TO REVIEW ORGANIZATION CHART, ETC. WILL BE NECESSARY BEFORE THE HERITAGE FESTIVAL IN DECEMBER. IT IS MANDATED THAT IT BE UPDATED BY 2013. PRESIDENT JOHN SIEBEL CONFERRED WITH MEMBERSHIP. PLACE FOR RETREAT WILL BE THE ISLAND HOUSE AT PRINCESS PLACE - THURSDAY, SEPTEMBER 27TH 9-4 PM. COMMISSIONER HANNS WILL ASSIST WITH ARRANGEMENTS. (OUTING WILL BE CATERED.) BOB FINCK ALSO ADDED THAT OUR ANNUAL REPORT IS DUE OCTOBER 1ST.

1. COMMITTEE REPORTS:

- A. SUSTAINABILITY COMMITTEE: SANDRA STUBBS REITERATED THAT PROGRESS FOR OUR HERITAGE CROSSROADS FESTIVAL CONTINUES.... SANDRA INTRODUCED US TO FRANCES KIDD VIA MOBILE PHONE, AND PARTNER WANDA MALONEY. A \$1000 DONATION HAS ALREADY BEEN RECEIVED. TDC GRANT REQUEST HAS BEEN SUBMITTED. WILL HAVE MORE INFORMATION AT THE AUGUST 22ND MEETING, WHICH WILL BE HELD AT THE HOLDEN HOUSE.

A DONOR//SPONSORSHIP PRGRAM IS UNDERWAY. FRANCES KIDD AND WANDA MALONEY WILL PROVIDE TECHNICAL ASSISTANCE AND A FUNDING BASE. SPONSORSHIP PACKAGES WILL INCLUDE MATERIALS, LEVELS OF SPONSORHIP. A LIST OF POTENTIALS WILL BE AVAILABLE. ADDITIONAL NAMES ARE SOUGHT. KIDD AND MALONEY ASK THAT

SOLICITATIONS BE LIMITED TO GREAT PROSPECTS. ENCOURAGES THOSE INTERESTED IN SOLICITING TO FIRST OBTAIN COACHING SERVICES TO ENSURE SUCCESS. JOHN SIEBEL ASKED WHEN WILL THE SPONSORSHIP LETTER/INFO PACKAGE BE READY. JOHN NOTED THAT HE IS COMMITTED TO ADVERTISEMENT WITH A LOCALCOUNTRY RADIO STATION AND WANTS TO HANDLE THAT ASPECT OF CONTACT. SANDRA ASKED THAT IDEAS BE FORWARDED TO HER. CONTACT INFORMATION WILL BE FORWARDED TO MEMBERS THROUGH BARB KELLY. THE DRAFT LETTER HAS BEEN FORWARDED TO MEMBERS FOR FEEDBACK AND EDITING. SANDRA REITERATED REQUEST THAT COACHING BE SOUGHT BEFORE SOLICITING SPONSORSHIPS.

STAN DRESCHER WROTE A WITTY POEM, WHICH HE HOPES MAY BE INCLUDED IN OUR SOLICITATION LETTER TO SPONSORS. IT WAS WELL RECEIVED.

MIKE PALOZZI SUGGESTED THAT THE CHAMBER OF COMMERCE AND LOCAL MEDIA UTILIZE FLORIDA SCENIC HIGHWAY WHICH IS NOTED ON WEBSITE. IT WAS ALSO SUGGESTED THAT MEDIA BE INVITED TO OUR MEETING AT SOME POINT. SANDRA SAID AS SOON AS ALL INFORMATION IS SOLIDIFIED, MEDIA WILL BE NOTIFIED. NEXT HERITAGE CROSSROADS FESTIVAL MEETING WILL BE HELD AT HOLDEN HOUSE 2PM AUGUST 22ND. CARL LAUNDRIE ADVISED AGAINST INVITING MEDIA UNTIL *THERE IS A STORY*. IN THE MEANTIME, THERE ARE DIFFERENT MEDIA CONTACTS: "GO TO" FOR FESTIVAL ANNOUNCEMENTS AND THE APPROPRIATE DEPARTMENT DELEGATED TO HANDLE SPONSORSHIP INQUIRIES. THE ST. AUGUSTINE RECORD, NEWS JOURNAL, THE OBSERVER , WNZF AND OTHER MEDIA CONTACTS WERE DISCUSSED.

- B. MEMEBERSHIP: MARY ANN CLARK – REMINDED US THAT SHE HAD RESIGNED THE POSITION. STAN DRESCHER HAS ACCEPTED THE CHAIRMANSHIP. JOHN ASKED MARY ANN IF SHE WILL CONTINUE ON THE COMMITTEE. SHE AGREED TO DO SO.
- C. UPDATE REPORT ON VISITOR CENTER PROJECT: JOHN SIEBEL WILL MEET WITH COUNTY OFFICIALS ON SEPTEMBER 21ST AT 9 AM. THINGS ARE MOVING ALONG
- D. KIOSK PROJECT : JIM MASSFELLER REPORTED "GREAT HAPPENINGS." FINALLY COMPLETED ARTICLES FOR DISPLAY WITH ASSISTANCE OF BILL RYAN WITH BRUCE PATECK'S APPROVAL THE KIOSKS WERE MADE BY PRISONERS AND WILL BE UP WITHIN A WEEK OR TWO. MIKE PALOZZI ASKED THAT THE BUILDING PROCESS BE PHOTOGRAPHED AND/OR HAVE VIDEO MADE.
- E. BUNNELL CRA STATUS: JOHN SIEBEL-- PURCHASE OF PROPERTY IS IMMINENT. MIKE PALOZZI ASKED THAT SINCE YOU INITIATED, WILL YOU HAVE A HAND IN WHAT WILL GO THERE. JOHN SAID SUGGESTIONS HAVE ALREADY BEEN SUBMITTED.
- F. FLAGLER VOLUNTEER SERVICES: BARB KELLY ANNOUNCED THAT SUZY RUTHERFORD, WHO WAS ABSENT, IS ABOUT TO BE MARRIED. WILL WORK ON LEVEL II ACCREDITATION. STILL

IMPORTANT TO RECORD VOLUNTEER HOURS. ASKED THAT WE CONVEY TO ALL COLLEAGUES. BE SURE TO NOTE WHENEVER AND WHEREVER HCR IS MENTIONED. ALSO TRACK TRAVEL TIME. (\$22+ IS CURRENT RATE FOR 'IN KIND' GRANT MATCHED FUNDS.

- G. 2012 CALENDAR – GIGI HART – THE CALENDAR OF EVENTS AND NEWSLETTER ARE READY. CREEKSIDE FESTIVAL IS COMING UP. \$40 FOR TABLE. SHE HAS APPLICATIONS. JOHN COMMENDED GIGI FOR THE GREAT JOB SHE IS DOING IN THE CITY OF BUNNELL AND WITH HERITAGE CROSSROADS.

- H. CHAMBER/TOURISM: GEORGIA TURNER - TOURISM IS UP, AS INDICATED BY AN INCREASE IN 'BED TAXES.' PARTNERSHIPS INCLUDING HERITAGE CROSSROADS WILL BE DISCUSSED IN STRATEGIC PLAN AND MARKETING PLAN. ALL ARE INVITED TO ATTEND MEETING AND WNZF CHAMBER CHAT ON THE 15TH. MARY ANN CLARKE WAS ASKED TO SPEAK. MIKE PALOZZI SAID THAT PARTICIPATION IN LOCAL EVENTS IS SO IMPORTANT TO GAIN PUBLICITY FOR HERITAGE CROSSROADS.

- 1. LEVEL II NEXT STEPS: BARB KELLY SAID THAT LEVEL I HAS TO BE UPDATED TO LEVEL II. JOHN SEIBEL HAS BACKUP INFORMATION SHE WILL NEED. JOHN INQUIRED AS TO HOW TO GO ABOUT OBTAINING PAID ASSISTANCE FOR HCR THROUGH GRANTS. JOHN SUGGESTS BARB KELLY RECEIVE RECOMPENSE FOR HER MANY HOURS. BOB FINCK OFFERED THAT PRECISE WORDING DETERMINES SUCCESS, I.E., REQUEST FOR SOMEONE TO TRACK VOLUNTEER HOURS. MIKE PALOZZI OFFERED ANOTHER THOUGHT: A MEMBERSHIP & DONOR PLAN TO GET SUPPORT. GARRY BALOGH MENTIONED THAT SOME SCENIC HIGHWAY PROJECTS HAVE ACCRUED \$60,000 PLUS, ANNUALLY. WILL SHOW BARB INFORMATION IN DONAR PACKAGE. HERITAGE CROSSROADS FESTIVAL DONOR INFORMATION CAN SERVE AS A BASE RESOURCE.

NEW BUSINESS:

CREEKSIDE FESTIVAL – JOHN SIEBEL SAID THAT MORE ORGANIZATION IS NECESSARY. WE NEED TO HAVE THINGS TO SELL, INFORMATION, PERSONNEL, ETC. THE GROUP WAS IN AGREEMENT TO PARTICIPATE IN THIS YEAR'S EVENT.

BARB KELLY ASKED FOR OFFICE SPACE. WANTS OFFICE LOCATED IN OLD COURTHOUSE. GIGI HART EXPLAINED THAT NO SPACE IS CURRENTLY AVAILABLE. MARY ANN CLARKE EXPRESSED DISAPPOINTMENT THAT HISTORICAL SOCIETY COULD NOT BE ACCOMMODATED. DISCUSSION CONTINUED BETWEEN SANDRA STUBBS, GIGI HART, BARB KELLY, AND MARY ANN CLARK CONCERNING THIS ISSUE. PERHAPS A LOCAL BUSINESS WILL BE FOUND THAT HAS A SPACE THAT COULD BE DONATED FOR USE BY HERITAGE CROSSROADS. THIS COULD ALSO BE A PART OF THE DONOR REQUESTS IN THE FUTURE.

GARRY BALOGH SUBMITTED A FUNDRAISING IDEA TO JOHN SIEBEL: A PLACEMAT WITH ADVERTISEMENT. PLACEMAT WOULD ADVERTISE LOCAL RESTAURANTS, ETC. AND POINT OUT

HERITAGE CROSSROADS HIGHLIGHTS. MEMBERS CONCURRED THAT THIS IS AN EXCELLENT IDEA. JOHN WILL FORWARD TO SUSTAINABILITY COMMITTEE FOR FURTHER REVIEW AND PLANNING.

MARY ANN CLARK ANNOUNCED THERE WERE TWO SEATS AVAILABLE FOR BUS TOUR AUGUST 20TH 9-12 NOON FROM LIBRARY. RESERVATIONS ACCEPTED. FREE HISTORICAL SOCIETY MEMBERSHIPS ARE OFFERED TO ATTENDEES.

MARY ANN EXPLAINED THE WORKINGS OF THE UPCOMING COALITION MEETING: MEETINGS ARE COMPRISED OF UPDATES FROM VARIOUS MEMBER ORGANIZATIONS. HERITAGE CROSSROADS FESTIVAL WILL BE DISCUSSED.

MIKE PALOZZI NOTED THAT GIGI HART SENT OVER AN EXCELLENT NEWSLETTER. INCLUDED WAS THE D.O.T. 5-YEAR PLAN: LOOKING FOR A PROJECT? INVITE A REPRESENTATIVE TO EXPLAIN THE 5-YEAR PROGRAM.

THE HERITAGE CROSSROADS NEWSLETTER IS DUE AGAIN AND WILL BE PURSUED.

GARRY BALOGH ANNOUNCED THAT AT AN AUGUST 2ND BIWAYS INDIAN RIVER PRESENTATION, JEFF CASTOR ANNOUNCED THE 23 DESIGNATED CORRIDORS. NOW THE MARKETING PROCESS HAS BEGUN AND HERITAGE CROSSROADS WILL BE ABLE TO COMMENT ON ITS STATUS.

BOB FINCK REMINDED US TO UTILIZE WEBSITE: INCLUDE UPDATED ACCOMPLISHMENTS. UPDATE PHOTOS, EVENTS, FACEBOOK SITE, ETC.

2. OF INTEREST: SANDRA STUBBS MADE AN APPEAL FOR SPONSORS OF YOUNG CHILDREN TO ENABLE THEM TO ATTEND THE DAYTONA CUBS GALA GAME IN SEPTEMBER. THIS SPONSORSHIP, OF ONLY \$7 PER YOUNGSTER, COVERS PUTNUM, VOLUSIA AND FLAGLER COUNTIES.

STAN DRESCHER ASKED THOSE INTERESTED TO SUPPORT THE MOVEMENT TO ENHANCE THE FLAGLER BEACH MUSEUM. WANTS SIGNAGE CHANGED TO READ: HISTORIC FLAGLER BEACH INSTEAD OF DOWNTOWN FLAGLER BEACH.

MEETING WAS ADJOURNED AT 10:15 AM

VIVIAN RICHARDSON – HCR SECRETARY