

HERITAGE CROSSROADS COMMITTEE  
TUESDAY, SEPTEMBER 4, 2012  
MINUTES  
9:10 AM - GOVERNMENT SERVICES BUILDING

ATTENDANCE: VICE PRESIDENT MARY ANN CLARK, BILL RYAN, CARL LAUNDRIE, VIVIAN RICHARDSON, GARRY BALOGH, GEORGIA TURNER, JAMES FISKE, STANLEY DRESCHER, STEVEN JONES, BOB FINCK,(BY PHONE) BARB KELLY, MARY K. HERRON (STANDING IN FOR BRUCE PIATEK), AMY LUKASIC, MIKE ADAMS (CPH ENGINEERS), BILL AND MARY LENSSEN.

BARB KELLY ARRIVED A LITTLE LATE AND ANNOUNCED THAT PRESIDENT JOHN SIEBEL WOULD BE ABSENT DUE TO ILLNESS.

WE WERE ALSO SADDENED TO LEARN THAT JIM MASSFELLER'S MOTHER PASSED AWAY.

I.THE MEETING WAS CALLED TO ORDER BY VICE PRESIDENT MARY ANN CLARK AT 9:10 AM, FOLLOWED BY THE PLEDGE OF ALLEGIANCE, AND INDIVIDUAL INTRODUCTIONS BY THOSE IN ATTENDANCE. THE MINUTES OF THE PREVIOUS MEETING WERE ACCEPTED WITH THE FOLLOWING CORRECTIONS NOTED: BUS TOUR TRIP DATE WAS THE 28<sup>TH</sup>, AND THERE ARE NO "EES" IN MARY ANN CLARK'S NAME.

II.TREASURER'S REPORT: BARB KELLY REPORTED THE BALANCE IN HCR ACCOUNT OF \$2,201.08. AN ACCOUNT HAS BEEN OPENED WITH STAPLES, AS WELL AS A PRINTER. DVD'S WILL BE PURCHASED IN ORDER TO SECURE DATA FOR POSTERITY. **BARB ADVISED ALL MEMBERS TO CONTACT BARB BEFORE MAKING EXPENDITURES.** DOING SO WILL ENABLE BARB TO KEEP ACCURATE FINANCIAL RECORDS FOR THE FESTIVAL.

COMMITTEE REPORTS:

- A. SUSTAINABILITY COMMITTEE: BARB KELLY SPOKE IN BEHALF OF SANDRA STUBBS. THE TWO MET WITH CATHERINE WILSON OF THE FLAGLER BEACH MUSEUM. THEY ALSO MET WITH PROFESSOR DUKE OF DAYTONA STATE COLLEGE. DUKE WILL PREPARE ESSAY QUESTIONS AND SCAVENGER HUNT FOR YOUNGSTERS.
- B. MEMBERSHIP: STAN DRESCHER READ A POETIC LETTER, WHICH WILL BE DISTRIBUTED TO PROSPECTIVE MEMBERS. HE ALSO READ HIS ORIGINAL POEM, WHICH MIGHT ALSO BE INCLUDED WITH THE MEMBERSHIP LETTER. (TO INCLUDE OUR HCR NEWSLETTER IN THE MAILING WAS ALSO DISCUSSED). THE COST OF

MAILING THE 1-PAGE MEMBERSHIP LETTER: \$90 STATIONERY; \$450 STAMPS, \$66 ENVELOPES. AFTER MORE DISCUSSION IT WAS VOTED AND SECONDED THAT THE 1-PAGE LETTER BE MAILED OUT, AT STAN'S EXPENSE, FOR LATER REIMBURSEMENT.

AS AN ASIDE: STAN DRESCHER COMPLIMENTED VIVIAN RICHARDSON FOR THE EXCELLENT HCR MINUTES. THANK YOU, STAN.

- C. REPORT UPDATE ON VISITOR CENTER PROJECT: JOHN SIEBEL HAS A MEETING SET FOR SEPTEMBER 11<sup>TH</sup>. WILL BE ASKING FOR ENLARGING VISITORS CENTER.
- D. KIOSK PROJECT : MARY HERRON ANNOUNCED THAT THE KIOSK IS UP AND RUNNING. SHE WILL PROVIDE PICTURES AT A LATER DATE. MARY ALSO FORMALLY INTRODUCED MIKE ADAMS OF CPH WHO HAS OFFERED HIS SERVICES. MIKE IS A SENIOR ENVIRONMENTAL SCIENTIST, AUTHORIZED GOPHER TORTOISE AGENT, AND CERTIFIED ARBORIST.
- E. RETREAT: BOB FINCK . THURSDAY, SEPTEMBER 27<sup>TH</sup> – 9:30 AM. ISLAND HOUSE PRINCESS PLACE. GOVERNANCE COMMITTEE WILL PROVIDE THE AGENDA.
- F. HISTORIC COALITION MEETING: MARY ANNY CLARK SAID IT WAS A GOOD MEETING. THOSE ATTENDING SHARED UPCOMING EVENTS. PICTURES WERE TAKEN. WILL MEET AGAIN IN FEBRUARY.
- G. FLAGLER VOLUNTEER SERVICES: BARB KELLY ANNOUNCED THAT SUZY RUTHERFORD, WHO WAS ABSENT, HAS JUST RETURNED FROM HER HONEYMOON. WE WILL HEAR FROM HER AT OUR NEXT MEETING.
- H. 2012 CALENDAR – PER BARB KELLY: GIGI HART HAS BEEN VERY ACTIVE AND WILL PROMOTE THE POCKET PARK AND KEEP US INFORMED.
- I. CHAMBER/TOURISM: GEORGIA TURNER - BUDGET AND MARKETING PLAN WILL BE APPROVED BY COUNTY COMMISSIONER'S TOMORROW. HERITAGE CROSSROADS IS INCLUDED IN PLAN. GEORGIA THANKED HCR FOR ITS INPUT. STEVEN JONES COMPLIMENTED GEORGIA TURNER FOR A 'JOB WELL DONE' AS SHE PROMOTES FLAGLER COUNTY TOURISM.
- J. DISTRICT 5 SCENIC HIGHWAY COORDINATOR GARRY BALOGH IS PROMOTING A MARKETING PLAN AND WILL FORWARD TO MEMBERS THROUGH BOB FINK/BARB

KELLY. FRANCES KIDD AND WANDA MALONEY WILL BE FLYING IN TO ATTEND OUR NEXT HERITAGE FESTIVAL MEETING. BARB ASKED THAT THOSE WHO PLAN TO ATTEND THIS MEETING LET HER KNOW, SO SHE CAN MONITOR WHETHER WE'LL HAVE TO CHANGE THE LOCATION FOR MORE SPACE.

K. LEVEL II NEXT STEPS: WORKING TO PREPARE THE REPORT FOR OCTOBER 1<sup>ST</sup>.

NEW BUSINESS:

1. BOB FINCK RECOMMENDED WE UTILIZE FACEBOOK: INCLUDE UPDATED ACCOMPLISHMENTS. PHOTOS, EVENTS. FACEBOOK SITE WILL BE GREAT TO ANNOUNCE OUR HERITAGE FESTIVAL. THE COUNTY BUS TOUR MIGHT ALSO BE PROMOTED THRU FACEBOOK.
2. BOB FINCK REMINDED US THAT THE HCR WORKSHOP AND RETREAT IS ON THE HORIZON. THOSE INVOLVED SHOULD BE CONTACTED TO BE SURE 'ALL OUR DUCKS ARE IN ORDER.'
3. OF INTEREST: BARB KELLY AND SANDRA STUBBS ARE SCHEDULED TO MAKE A PRESENTATION BEFORE THE FLAGLER WOMEN'S CLUB IN FLAGLER BEACH ON THE 12TH. BARB ASKED GARRY BALOGH TO PLEASE PROVIDE MAPS OF OUR HIGHWAYS AND BIWAYS FOR DISTRIBUTION. BARB AND SANDRA WILL ALSO ADDRESS THE W.I.S.E. GROUP AT DAYTONA STATE COLLEGE IN OCTOBER. THE PRESENTATION WILL BE MADE PARTIALLY THROUGH DVD AND POWERPOINT ALONG WITH TALKS BY EACH.
4. COPIES OF THE HERITAGE FESTIVAL FLYER WERE REVIEWED. THOUGH COLORFUL AND FULL OF ENTERTAINMENT INFORMATION, THE CONCURRENCE IS THAT THE HCR LOGO; SPONSOR HOTEL AND TDC LOGOS DEFINITELY NEED TO BE INSERTED. FINAL SHOULD ALSO BE EDITED FOR TYPOS.

MEETING WAS ADJOURNED AT 9:50 AM

VIVIAN RICHARDSON – HCR SECRETARY