



Scenic Sumter Heritage Byway  
**Byway Organization Meeting**  
Minutes –May 15, 2018 - 11:00 AM  
IFAS/UF Extension Office  
7620 SE CR 471, Suite 2  
Bushnell, FL

- I. **Call to Order and introduction of guests:** Meeting was called to order by Vice Chair, Judie Mueller (Webster Postmaster). Others in attendance include: Mike Palozzi (Adkins); Secretary/Treasurer, Dawn Cary (Great Lakes Carpet & Tile); Christy Smiley (Tangent Media); Claudia Calzaretta (FDOT/FSHP); and Donna Lester (UF/IFAS).
- II. **Review of April 17, 2018 Minutes** – Christy Smiley made a motion to approve; Judie Mueller 2<sup>nd</sup>. Approved as is.
- III. **Treasurer’s Report**-Dawn reported the beginning balance as of 4/1/18 as \$2,951.03 with one expenditure of \$61.25 to Florida Division of Corporations (Sunbiz), leaving an ending balance as of 4/30/18 of \$2,889.78. Christy Smiley made the motion to accept the Treasurer’s Report. Judie Mueller 2<sup>nd</sup>. Approved as is.
- IV. **CME Working Committees**–Committee reports are follows:
  - A. **Organizational Sustainability**-nothing to report.
  - B. **SSHB Economic Assessment Update**-Mike indicated that Professor Hodges is finalizing the numbers and finishing up the analysis. His report thus far, indicates that 1 out of 4 people are aware of the byway. Claudia is very happy with these initial results. Professor Hodges also requested a number of volunteer hours and a cost to this number and Mike came up with a spreadsheet indicating that volunteer hours add up to over 2000 hours a year, resulting in over \$45,000.00 of labor costs. Final report due in late June.
  - C. **Transportation Alternative Program (Exit 309 Project) Meeting on 5/22/18** – Karen sent out an agenda and some notes of discussion when we meet with Mark Van Hala and other FDOT contacts, as well as Sumter County contacts that are involved in the project. Claudia indicated that she would introduce Dawn to Loreen Bobo at the Statewide Byway Meeting on Thursday and who would also be attending the meeting on the 22<sup>nd</sup>.
- V. **Byway Partners/Business Sponsorship Program**
  - A. **Kiosk Program**- All current kiosk graphics that are in the works have been delivered and installed.
  - B. **Donor Brick Program**- One brick is in que to order.
- VI. **Media Updates**
  - A. **Social Media**-Facebook friends up to 656.

- B. Marketing Materials-**Still in review for revisions. Christy suggested coming up with a marketing piece on volunteerism.
- C. Website-**Christy gave a summary of a social media plan and showed the group some graphics she is working on for Facebook posts. Dawn and Christy to meet the following week to come up with a Posting Plan and to schedule posts in advance. Christy freshened up the Facebook page and added some video to the website.

**VII. Past/Upcoming Events**

- A. Bushnell Fall Fest-**date has been announced for October 20, 2018. We will plan on Cow Chip Bingo and Christy and Dawn will do up a Facebook and Website plan for the event.

**VIII. Florida Scenic Highways Program Report-Mike Palozzi and Claudia Calzaretta**

- A. Statewide Byway Meeting-**Thursday, May 17, 2018 in Lake Helen. Dawn and Christy will be attending.
- B. 2018 Byway Work Plan Mid-Year Review-**discussed that we are almost half way through the year and we need to start thinking about 2019 work plan.

- II. Public Comment/Round Table Discussion-** Adopt-A-Highway cleanup scheduled for Saturday, June 16, 2018. Christy showed us a graphic to try and recruit high school students that are looking for service hours.

- IX. Adjournment-Next Meeting June 19, 2018 at the Webster Community Center in Webster, FL.**