



ORMOND SCENIC LOOP & TRAIL CORRIDOR MANAGEMENT ENTITY

P.O. Box 1807
Ormond Beach, FL 32175

Chair – Joe Jaynes
Vice-Chair – Laura Bamberger
Secretary – Paula Wehr
Mary-Lu Leveroni - Treasurer

CALL TO ORDER – October 24, 2007

Meeting was called to order at 5:32 p.m. by Chairman, Joe Jaynes in the Anderson-Price Memorial Building.

ATTENDEES

Garry Balogh (FDOT,) Laura Bamberger, Rob Bird, Kristee Booth, Richard Gardner, Joe Jaynes, Terry Mercer, Dorothy & Dick Pflieger, Rita & Marty Press, Wayne Reither, Paula Wehr, Benny Woodham, Ginger Young

MINUTES

Joe Jaynes noted the minutes did not follow the previous format of “Call to Order.” Laura Bamberger moved to approve the minutes as amended. Marty Press seconded. All members present voted to approve.

TREASURER’S REPORT

In Mary-Lu’s absence, Joe reported that we received \$2,395 in donations prior to the Celebration. Total costs for the Celebration were \$2,218.35, leaving a total of \$176.65 in our checking account. Paula Wehr moved to accept the report; Richard Gardner seconded. All members present voted to approve.

SCENIC HIGHWAY CELEBRATION – October 6, 2007

Benny reported a total of 548 people entering the park on October 6. OSLT purchased 300 meals for attendees. The vendor served over 400 meals, with the additional 100+ being paid for by customers. All the comments we received about the Celebration indicated attendees, vendors, exhibitors and Park officials considered the event to be a success.

UPDATES FROM FDOT/COUNTY/CITY

No representatives from Volusia County or the City of Ormond Beach were present. Lauren Kornel resigned from her position with Volusia County and is now a Planner for the City of Ormond Beach. Her replacement has not been named by the Volusia County Planning Dept. as yet.

Gary Balogh (FDOT) reported his participation in a teleconference earlier on the 24th. The National Byway grant cycle will begin November 15, 2007 and run through January 2008. Requests will be ranked by SHAC. Mariano Berrios State Scenic Highways Program Manager, is willing to conduct a Roadside Chat (live Q & A session) with CME’s. **Kristee will request that he attend our meeting on January 28, 2008.** Gary also noted that following designation, FDOT has paid the \$130 membership fee to Visit Florida for Joe Jaynes, as CME Chair. Membership allows us to apply for grants in four different categories.

We may be eligible for ECHO grants. **Action: We need a volunteer to attend ECHO Advisory Board meetings to learn the procedures and processes used by the Board. Please contact Joe or Paula if you are interested.** Details about the ECHO Advisory Board can be found at <http://www.volusiaforever-echo.com/echo/committee.htm>.

Garry recommends all members read Chapter 8 “Funding and Promotion” of the Program Manual found at <http://www.dot.state.fl.us/emo/scenicwy/manual/default.htm>. FDOT may be able to help us in completing the seed grant or the corridor grant applications.

PRESENTATION BY SALLIE O’HARA – BY-WAY COORDINATOR FOR FRIENDS OF A1A

Sallie distributed copies of the Friends of A1A organization chart (copy attached) and explained the history of the three groups and how they formed their partnership. Friends of A1A is a point of accountability in the eyes of the

Federal government. If OSLT elects to join the group, we will still focus on our own independent projects; we will be a component of the entire entity. Financially, Friends of A1A will assume the bank accounts and receive the entire amount of grants or donations and allocate the funds to the appropriate member CME. The Friends of A1A Board determines how donations are allocated. Directors represent the individual segments and focus on individual plans. Prior to joining together, FDOT required year-end reports from each segment. They now will accept one report with details about the individual. The Friends of A1A Board currently has ten voting members – five from each County. The Friends Board will determine how many representatives OSLT will receive, if we elect to join and their By-Laws will have to be changed. **Action: Sallie will investigate if we are eligible to join Friends of A1A prior to obtaining National Byway designation.**

Sallie is a part-time employee who is responsible for research, coordination and implementation of projects in the Corridor Management Plan. She has a contract with the City of Marineland. Her duties include fundraising; Friends of A1A is now designated as a 501(c)(3) entity and can solicit funds and distribute them according to the project. She handles Marketing of the entity; i.e.: who they are, what they do, linking websites, public relations, liaison with tourist bureau. She assists with grant writing, having recently received a \$30,000 wildflower grant which will be disbursed in December.

Sallie works with the Agency for Workforce Innovation and was able to secure a part-time Volunteer Coordinator who keeps track of all the volunteer hours and ongoing project needs. She is now working to obtain an administrative assistant for Friends of A1A. She makes presentations to community, environmental and civic organizations.

At the November 28 meeting, we discuss whether to seek National Byway status and whether to join Friends of A1A. **Action: ALL members of OSLT are encouraged to attend this important meeting.** See <http://www.byways.org/learn/program.html> for details about the National Byway program.

CME ACTION AND DISCUSSION ITEMS

A sub-committee for Finance/Grants was formed with Mary-Lu Leveroni, Richard Gardner and Terry Mercer as members. They are tasked with investigating available grant opportunities and creating a timeline for contacting the City or County to coordinate the project(s).

Marty Price (via e-mail) volunteered to work on a sub-committee to document ownership of all land abutting the corridors and to establish a line of communication with the owners. **Action: Paula will send a letter to Mr. Gilreath requesting the names/addresses of all land owners.**

Submitted by
Paula Wehr, Secretary