**Martin Grade Scenic Highway CAG Meeting**

**Draft Minutes**

Tuesday, October 19, 2010

Stuart/Martin County Chamber of Commerce Building

Attending:

CAG members: Brian Powers and Nancy Oliver.

Others: David Knight, Peggy Wood, Joe Capra, Mary Dawson, Robert Dawson

There being no quorum, no official actions could be taken.

Rob Dawson described the Scenic Highway Advisory Committee Meeting that he and Mary Dawson attended in Tallahassee on October 13. The SHAC unanimously agreed that the Martin Grade is eligible to proceed to the Designation Phase of the Florida Scenic Highway process. Congratulations to all!

The SHAC identified dealing with invasive species and telling the Corridor Story as key points of focus for the future, along with garnering support from people along the roadway itself. Rob Dawson described the plan for contacting them and bringing them into the process.

Mary Dawson provided a financial report for the Eligibility Phase. The Eligibility Application was completed at a cost of approximately $52,000, with approximately half of that being reimbursed by the Florida Back to Work Program. Other funding included a $20,000 grant from the Community Foundation for Martin and Palm Beach Counties, and funding from private sources. At this time, SCL has sufficient funding in the bank to carry the program into January. The CAG members agreed that funding to complete this phase is one of the most immediate priorities, along with branding and building the organization.

The estimated budget for completing the Designation Application is between $60-80,000. SCL is in the process of seeking additional grant funding, and will begin submitting applications as soon as the official notification from the SHAC arrives.

Nancy Oliver and Brian Powers volunteered to Chair a Committee to plan an event on the Grade for February 2011 that is designed to help achieve all of these priorities. There was significant discussion about what kind of event and how to arrange it.

David Knight has been studying the Designation Application Requirements and is laying out how we can achieve them. He pointed out that a key aspect is telling the road’s story and suggested that we use the concept of the Past-the Present-the Future – to show how the people and land along the Grade re transitioning from historical agricultural pursuits to the rural economy of the future.

It was generally agreed that suggestion fit right in with the concept that the Martin Grade can be used as the focal point for branding Martin County as the place where old rural Florida meets the Ocean, and the old ways thrive through the new economies.

Everyone agreed that having a LOGO is crucial at this time and David Knight and Nancy Oliver agreed to work with Stacy Ranieri of Firefly Group, which has been working on the LOGO, to finalize a LOGO for the project as soon as possible.

There was discussion about the need for Bylaws and the Creation of a “Friends of the Grade” organization.

The CAG wanted to meet again in November and asked Rob Dawson to find out from Commissioner Ciampi when would be a good time for him to meet.