

William Bartram Scenic & Historic Highway
Corridor Management Group
Meeting Notes – Thursday, November 25, 2025, 6:30 PM

Meeting Commenced at 6:33pm

1. Introductions of those Present: Al Abbatiello, Melissa Brunz, Luis Cabellero, Ann-Marie Evans, Justin Fairman (virtual), Joe McAnarney, Angie McFarland and Mike Palozzi (virtual).

2. Administrative

a. September and October meeting minutes approved. Motion made by Melissa and seconded by Al; unanimously approved.

b. Treasurer's Report – Current balance \$17,897.78

- The group discussed putting some of the money into a CD. Angie will look into this and talk to Amaris. Al mentioned that Wells Fargo may also be a good option. The proposed amount for a CD is \$10k. Melissa also mentioned that the Capital One Performance 360 savings account is accruing interest at 3.4%.

3. Committee Reports

a. Membership Update – We would like to add more members. Al sent an email to approximately 200 email addresses with no response. Al volunteered to draft another message to be sent out just before giving Tuesday asking for donations. A prior campaign was successful in gaining about 65 new members, but then dropped to 12-13 members. The new message will steer people to the donate button that is on Facebook and our website.

Al mentioned that St. Johns County Citizen has about 19k followers and he is going to see if they would be willing to post a recruitment/donation message for us. Mike mentioned that volunteerism is at an all time low and that all scenic bi-ways are having difficulty with membership. He suggested having a volunteer work event followed by a recognition event. He also said that some bi-ways have a lot of members that pay but only a handful of members are actually active.

b. Website – Melissa continues to add minutes and agendas to the website. She has already put the 2026 workplan on the website and it is pinned to stay at the top. There are 2 blog posts right under the work plan with the most current showing first. Mike said that he is working on the annual report and that should be ready to be added soon.

c. Facebook – Anngie has made some posts. She said she needs a write up about the donation we received as well as the proposed match. Joe said he will work on this. Mike

said he is already working on something and will forward a document to Angie and Joe that can be modified.

4. Project Ideas and Updates

a. 2026 Work Plan – Al made a motion to approve the 2026 Work Plan, Angie seconded the motion and membership unanimously approved.

b. \$10,000 Anonymous Donation – Giving Tuesday is December 2nd and Winterfest is December 6th, 2025. Discussed drafting a message to go out that includes links. Melissa will prepare this and send to Al. Luis suggested including the opportunity for a donation match.

c. Wildflowers/Peanut Grass - No new updates. Mike did suggest doing a press release when the wildflowers and/or peanut grass are planted. Mike said he is unaware as to whether or not seed packets have been ordered yet. It may be possible for Amy to ship some directly to Angie. Angie will get her address to Mike. Mike mentioned that they have not had seed packets since before the Covid-19 pandemic. If we are able to obtain wildflower seed packets, we could ask for a donation in exchange for a packet. Mike said previously there had been 3 different varieties. Justin will follow up with Amy and ask that Angie be sent 100 packets.

d. Business Advisory Group

- Joe talked to Rotary and will be able to speak before their membership with a Powerpoint. They meet Thursdays at Westminster Woods on Julington Creek and Joe has already completed the speaker form. Mike suggested bringing copies of the 2026 Work Plan for anyone who might be interested in having a copy. Amy may have some scenic highway sunglasses she could get to us to bring as well. Joe will send an email to request copies of the 2026 Work Plan as well as sunglasses. Kiwanis may also be another for possible outreach. Rotary has been a good partner in Indian River.
- Mike discussed possible opportunities for businesses to partner with us. Some ideas included a kiosk and/or a business hosting a mural on one side of their building.
- Mention again of finding out who owns the sign in front of Bank of America on 13.

e. Bartram Library

- Joe has nothing new to report. Brief recap of library related issues from the October minutes.

f. Other

- Alpine Groves Winterfest is December 6th, 2025. We will have a table, tablecloth, brochures, master plan, and a basket of goodies. Angie and Melissa will work together on

the basket. Decals could be made available to interested businesses. Luis suggested having stickers and Mike encouraged us to take a photo of the event.

- Joe met with the St. Johns County Environmental department, historian, manager and planner. Joe is trying to make sure that the historian is familiar with Bartram Trail.
- Al would like a decal for the Wells Fargo on 13 and he will also ask for a donation. Mike said that Vystar is very community oriented and that employees were given \$100; 99% of those employees donated the funds to the bi-way. Discussed having an event where employees could volunteer. The A1A scenic bi-way has an annual garage sale. Might be prudent to reach out to our local Vystar to see if they will post a decal and see if they are interested in serving on the board.
- Al and Joe had a great meeting with the Bartram Trail Society. Joe said that a committee of 5 needs to be formed and then we can approach the county. The Bartram Trail Society has a slightly different purpose than us, but both promote Bartram and the scenic highway. Al reported that he talked with Sam Carr. Sam is trying to get an extension to the Okenobee bi-way. Has a map that shows the proposal. Joe suggested sitting in on the Bartram Trail Society meetings and mentioned that they are very active and that one member was, in particular, impressive.
- Joe presented a beautiful pamphlet from the Putnam County. Mike said this is an expensive, quality product. A1A orders about 20 thousand of these each year. Clay County asks the Tourism Development Council (TDC) for money to contribute towards the pamphlets. St. Johns Cultural Board donates to printing as well. Joe has an upcoming meeting with the convention bureau.
- December 9th, 2025 the LAMP board will meet. Joe plans to attend and speak. His focus is to remind the board about Bartram Trail.
- Regarding the St. Johns County Parks & Recreation Department, Joe said we have a seat at the table.
- Joe reported that the room we meet in has been secured through 2026. Joe will present a PowerPoint for residents of Westminster Woods.
- The Switzerland Garden Club has been de-chartered. Joe met with Diane Beattle who is a local master gardener. Joe said we have money to put into the community and said he will talk with Diane about a plan and invite her to our meeting. He said that maybe we could do something at Westminster Woods that could utilize 10-15 volunteers from the community.
- Mike discussed the tiny forest in Penney Farms. Tiny forests is an international program that encourages planting a tiny forest. Volunteers are responsible for planting as well as maintaining the forest.
- Al discussed Rivertown and the scenic edge. He is trying to get a meeting with the Rivertown HOA. Joe said he filed a PRIDE complaint with the County as the required scenic edge was recently and illegally cut down to build a new school. Joe anticipated that the school will say it was within their plans. Joe has contacted Tracy Considine to

discuss options. He is hoping that Tracy will draft a letter for us asking for the edges to be restored. At a minimum, he would like to hear Tracy's suggestions.

5. FDOT / FSHP Updates

a. Amy is absent.

- Joe is scheduled to go to Lake City and visit with FDOT about easements, scenic edging, etc. on December 10th, 2025.

b. Mike

- Mike relayed that we are doing a good job of getting our agendas and meeting minutes posted. He said that FDOT has a spot designated for posting and that it is interesting to look at each other's postings.
- Mike will include a write-up in the January newsletter edition about our anonymous donor as well as about our business window cling.
- Annual Report is due February 1st, 2026. Mike will assist with drafting and send to us for review. He will also submit it on our behalf once it is approved. He is hopeful that the document will be ready for a vote at our January meeting.
- Mike said that he as well as Amy are open to helping with our management plan update that is due in late spring. It needs to include where we have been, where we are and where we want to go. He said that AI has accomplished a lot over the years and we don't want to lose that history. The original bi-way management plan was drafted in 2005. Our plan is 90% better than other bi-ways.

6. Nomination and Election of 2026 Officers

Chair – Unanimous Approval for Joe to continue.

Vice Chair – Unanimous Approval for Angie.

Treasurer – Unanimous Approval for Angie to continue.

Secretary – Vacant. Temporarily artificial intelligence can be used to capture meetings.

6. Public Comments - None

7. Next Meeting Date – January 15th, 2026 @ 6:30pm

8. Adjourned at 7:42pm (Motion made by Melissa with unanimous approval)