

# **William Bartram Scenic & Historic Highway Corridor Management Group, Inc.**

## **Meeting Minutes – February 19, 2026 at 6:30 pm**

Meeting commenced at 6:42 PM

Location: Westminster Woods (hybrid meeting with virtual participants)

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### **1. Introductions of Those Present**

Melissa Brunz, Luis Cabellero, Justin Fairman (FDOT), Joe McAnarney, Angie McFarland, Mike Palozzi (FDOT/FSHP - virtual), Christy Poston, and Amy Roberson (FDOT - virtual).

A quorum was achieved for voting.

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### **2. Administrative**

#### **a. Approve Meeting Minutes – November 2025 and January 2026**

The November 25, 2025 and January 26, 2026 meeting minutes had been reviewed by all.

Motion to approve both sets of minutes was made and seconded with unanimous approval.

#### **b. Treasurer's Report**

Angie reported the January ending balance as \$18,147.05. A cash deposit was made January 12. Approximately \$100 in online membership dues were received, with additional dues expected to appear in the February statement. Motion to approve the Treasurer's Report was made by Joe and seconded with unanimous approval.

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### **3. Committee Reports**

#### **a. Membership Update – Dues, Westminster**

Al will send a reminder of 2026 dues to previous members. Following Joe's presentation at Westminster Woods, approximately 12 people expressed interest in becoming honorary members and supporting Scenic Highway activities, particularly gardening and field trips.

#### **b. Website Update**

Melissa reported that all approved minutes and current agendas are posted, updates from outreach meetings are being added to the blog section, and future materials will be posted unless otherwise instructed.

#### **c. Facebook Update**

Angie reported that she has shared Scenic Highway content, Florida Scenic Highway Program

posts, and community updates. There have been shares and click activity relating to the Daily's gas station posting. She continues to coordinate with Melissa for content distribution.

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#### **4. Events, Project Ideas and Updates, Area Issues**

##### **a. Al & Joe's February 6 Visit to Bartram Trail Society – a St. Johns County Chapter?**

Joe and Al met with representatives of the Bartram Trail Society:

- BTS is regional in scope (North Carolina/Florida/Mississippi) and has established chapters in Putnam, Clay and Volusia counties in Florida.
- BTS expressed interest in developing a St. Johns County chapter.
- Steps were provided outlining the process for potential National Trail recognition for St. Johns County and follow-up coordination is underway.

Discussion regarding possibility of a WBSH pamphlet.

##### **b. Letter and Follow-Up with Homegrown National Parks**

Joe reported submitting a formal letter proposing partnership opportunities:

- A Zoom meeting is scheduled for February 24 to discuss collaboration. Joe will put together an agenda and provide meeting information.
- Interested in WBSH's large corridor containing many HOAs and using as a demonstration "Homegrown National Park Scenic Highway".
- Master Gardeners may assist with implementation and education.

##### **c. Scout Program Partnerships**

Joe met with local Scout leadership on January 29:

- Proposal to create a William Bartram-themed merit badge or award focused on conservation, gardening, and environmental stewardship.
- Board discussed using the Scenic Highway sunset logo for badge branding.
- Estimated development cost projected between \$500–\$1,000.

##### **d. New Committee – Landscape and Maintenance with Master Gardeners**

Joe met with 4 Master Gardeners interested in corridor beautification projects.

- Potential sites include Alpine Groves and Beluthahatchee.
- Coordination with County Parks & Recreation is anticipated.
- Preliminary funding estimate approximately \$500.
- Formal proposal to be presented once details are finalized.

##### **e. Investment in Regular CreekLine Articles**

Discussion held regarding quarterly advertising or informational articles in The CreekLine.

- Emphasis on positive storytelling and visual imagery.
- No formal motion made at this time.

**f. Upcoming PowerPoints – NWUP, Rotary**

- Joe will present to Northwest United for Progress in the coming weeks.
- Presentation scheduled for local Rotary Club on March 19.
- Outreach efforts aim to expand leadership participation and community partnerships.

**g. Daily's Gas Station at Otoe's Place**

Discussion held regarding the proposed Daily's gas station requiring zoning changes.

- Community meeting scheduled for February 24.
- Joe will prepare and present a PowerPoint outlining Scenic Highway concerns at PZA and County Commissioners' meetings once scheduled.
- Board reaffirmed support for neighboring communities opposing the project to preserve scenic integrity.

**h. Illegal U-Hauls at Amity Marina**

Two unauthorized U-Haul rental operations along the corridor were reported. County enforcement required removal of the rentals. Matter resolved.

**i. Other**

**Banking Strategy**

Discussion held regarding:

- Exploring local banks for improved accessibility and potential community partnerships.
- Research deferred until April due to scheduling constraints.
- Melissa and Angie will research options and report back.

**Corporate Filings**

- Registered Agent status under review
- Joe will contact the currently listed law firm to confirm status before filing updates on Sunbiz.

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**5. FDOT / Florida Scenic Highways Program Updates**

**a. Amy/Justin**

Wildflowers

- Peanut grass planting remains delayed due to drought conditions.
- Potential planting window late spring or early summer pending rainfall.
- Board requested press release to be issued following successful installation.

#### Landscape Coordination

- Meeting scheduled for April 15 at 10:00 AM in Lake City to review future landscape opportunities and 2029 work program projects.

#### Promotional Materials

- FDOT provided some promotional materials to the Board. Statewide discussions are ongoing regarding new promotional items including sunglasses, hats, and microfiber cleaning cloths.

#### Annual Meeting

- Florida Scenic Highways Annual Meeting is scheduled for March 25 in Sebastian (hybrid option available).

### **b. Mike**

#### Management Plan Update

- Compilation of historical accomplishments is underway.
  - Board will review and update goals and objectives for the upcoming five-year management cycle.
  - 2026 Annual Report submission confirmed.
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## **6. Public Comments**

None

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## **7. Next Meeting**

March 19, 2026 at 6:30 pm.

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## **8. Adjournment**

Meeting adjourned at 7:58 pm (Motion made by Joe with unanimous approval).