

ICHETUCKNEE ALLIANCE (IA) MEETING MINUTES

6:30 p.m. Tuesday, July 24, 2018

@ North Florida Springs Environmental Center, 23695 W. U.S. Highway 27, High Springs FL

Board Members Present

John Jopling
Amelia McKnight
Lu Merritt
Brenda Wells

Board Members Absent

Paul Donsky
Eric Flagg
Bruce Robinson

Advisory Board Member Present

Judy Sayre

1. *Agenda approval/additions/deletions.* Items #9 and #13 were tabled.

PRIORITY ITEMS

2. *Request for budget and update on Water Voices fall sessions.* Lu presented a preliminary and incomplete budget and explained that she is still gathering information and still waiting for confirmation about dates and times from our speaker and from the venues, all of which she hopes will be confirmed by Aug. 1. There were questions about the need to video-record the events and the number of hits previous videos had received (subsequent research revealed 690 total views). John Jopling stressed the need to keep the budget for the whole event at \$600-\$700. There was discussion about which radio stations could be approached to run public service announcements; Lu and Brenda will research this. There was agreement that IA needs to raise funds. John Jopling asked for a report to be given at the August meeting on plans for the fundraising event to be held at First Magnitude Brewing Company; members of that organizing group are Amelia, Brenda and Eric. There was consensus that Lu should proceed with arrangements for two Water Voices programs, one in High Springs and one in Lake City. Dates and times will be emailed to the board when all have been confirmed.

3. *Putting legal rights for the Ichetucknee on the 2020 ballot in support of a water ethic educational campaign for Columbia County, with help offered by the Community Environmental Legal Defense Fund.* Lu explained CELDF's approach and willingness to work with us. Discussion revealed concerns about this idea but we agreed to participate in a conference call to learn more.

4. *Update on possible legal challenge to Santa Fe River BMAP.* John reported that IA has asked for an extension to file a challenge, as have other springs advocacy groups, and that we are waiting to hear more from the State of Florida and from the Florida Springs Council.

OFFICER REPORTS

5. *Review/approval of June 2018 meeting minutes.* The minutes were approved unanimously.

6. *Staff Assistant's report, June 2018.* There were no questions.

7. *Treasurer's report.* Amelia reported that IA has \$3884.00 in the bank and \$47 in the PayPal account. She is looking for business/corporate members and Lu agreed to send a list of active projects that IA is engaged in to help with membership and fundraising solicitations.

8. *Membership Report.* Lu had submitted this report via email. As of July 23, 2018, the Alliance has 68 paid members. Our Facebook group discussion page has 1,333 members and our official Facebook page is liked by 125 people and followed by 130 people.

OLD BUSINESS & UPDATES

9. *Angeline Meeks introduction.* Tabled.

10. *Update on Ichetucknee Yesterday, Today and Tomorrow videos.* Lu reported that Eric hopes to have the videos finished next week and that after they are complete, Eric will help her to set up a YouTube channel where all IA videos can be collected in one place.

11. Science Team update. Brenda gave this report and reported that Charles Maxwell is again helping the monitoring team.

12. T-shirt and hat sales update. Amelia reported and had one question about a hat for a new member. One hat was sold at the meeting.

13. Possible action items related to discussions held on the basin tour with Jim Stevenson on Sept. 23, 2017. Tabled.

14. John Moran's "Burma Shave" springs sign project. There was discussion about finding willing property owners and possible sign placements as well as about the effectiveness of smaller signs vs. larger billboards. Lu would like to see billboards in Columbia County as part of a water conservation ethic campaign. Judy mentioned the need to look at research on the effectiveness of outdoor signs. We talked about the possible use of Moran's "then and now" images on outdoor signage and in social media.

NEW BUSINESS

15. Stacie Greco's Santa Fe River Springs Protection Forum is Aug. 23. Lu announced that IA's three new videos would have their "soft" premiere (not publicized) at this event. She will send the agenda to the board when it is final.

16. Florida Springs Restoration Summit is Nov. 2-4, 2018, in Ocala. Brenda reported about plans for this year's summit, which is organized by the Florida Springs Council. This year's event will have a regional focus with panels for each of the areas where there are advocacy groups. Lu reminded the board that IA had sponsored the 2016 Summit at the \$250 level and offered two scholarships for people to attend. She moved that IA again sponsor the Summit at the \$250 level and that IA offer two one-day scholarships for Saturday, Nov. 3, the day that the Santa Fe River panel (including Ichetucknee) will be held. The motion was seconded and approved unanimously.

17. Meeting schedule for 2018: fourth Tuesdays Aug. 28; Sept. 25; Oct. 23; Nov. 27 (the week AFTER Thanksgiving); No meeting in December (it would fall on Dec. 25).

18. Other new business? None.

The meeting was then adjourned.

Respectfully submitted,
Lucinda Faulkner Merritt, Secretary