

49 from the Turnbull era were found on the site years ago. She stated that is not sure how
50 accurate that information is but she is volunteering to monitor the site if they permit her.

51

52 Hearing no further requests, Mr. Sayyah closed the Public Participation portion of the
53 meeting.

54

55 **ECONOMIC BENEFITS OF HERITAGE TOURISM/HISTORIC PRESERVATION**
56 **PRESENTATION**

57

58 Bruce Piatek, Executive Director of the Florida Agricultural Museum, provided a slide
59 presentation about the economic benefits of heritage tourism and historic preservation,
60 specific to New Smyrna Beach.

61

62 Mr. Piatek stated many people participate in heritage tourism, and that these tourists typically
63 spend more money and tell others about their experiences, which can draw more people to an
64 area. Mr. Piatek stated he wants to get the City interested in marketing the history of New
65 Smyrna Beach. He elaborated that there are many aspects of the City's history that could be
66 promoted, such as the artifacts that archaeologists have already found, the research that has
67 been completed, and the many mysteries that still exist about the history of the New Smyrna
68 Settlement.

69

70 One suggestion made was that the City could develop a brochure focusing on the City's
71 unique history. Mr. Piatek noted that to date the City has been focused on the preservation of
72 artifacts, and not on the promotion of what has been found, and this could be a major impetus
73 for people to come visit the City, and spend their time and money. Another way to do this,
74 according to Mr. Piatek, is to improve interpretive signage of the City's historic sites, so
75 people know what it is they are looking at, and enjoy their experience as much as possible.

76

77 According to Mr. Piatek, there are partnership opportunities with Port Orange, Edgewater
78 and Volusia County to develop heritage tourism. He stated that Julie Scofield, who works for
79 Volusia County, is proposing to apply for an ECHO Grant for the Blanchette site to develop
80 a classroom and some visitor's information resources at the site. This may be a site that
81 could be reconstructed and developed so visitors can see what is in, and what was in, the
82 ground. He stated that many cities engage in heritage tourism, and market their history to
83 attract visitors, and because the cities original settlers were from so many places, the
84 marketing of the City could truly be international, including the island of Minorca, the city of
85 Izmir, Turkey (formerly "Smyrna"), Italy, Spain, the Canary Islands, Greece, England, and
86 France. He noted that New Smyrna Beach has more resources than most cities which could
87 make it more profitable to market and help generate money for the area hotels and
88 | restaurants.

89

90 Discussion ensued about the different sites in and around the City, signage for the sites,
91 setting up displays, local business sponsorships, and other ways to promote the sites for
92 public knowledge. Discussion about developing a brochure about New Smyrna Beach, and
93 generating funds for the projects and the interest of residents and the City Commissioners

94 followed. Also discussed was the aviation history in New Smyrna Beach, the City's role in
95 WWII.

96

97

Comments from Commission Members and City Staff

98

99 Mr. Baker asked the HPC to consider what type of information should be included in the
100 brochure, and suggested the HPC members create a list of what they feel would be
101 appropriate for the July HPC Meeting.

102

Adjournment

103

104

105

Being no further business, the meeting adjourned at 6:33 P.M.