

THE INDIAN RIVER JOURNAL

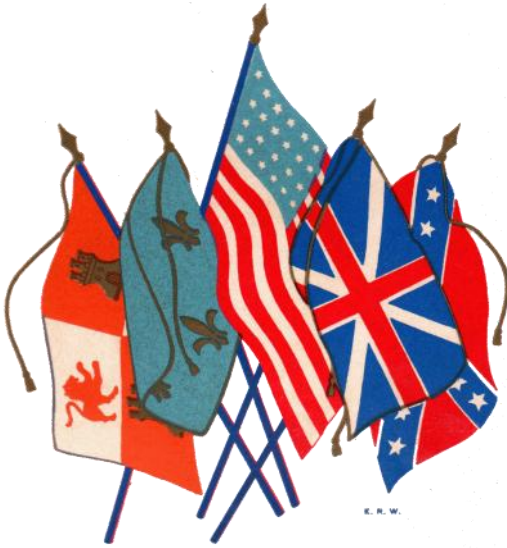


THE JOURNAL OF THE BREVARD COUNTY HISTORICAL COMMISSION

Volume X, Number 2

Fall / Winter 2011

Reprinted from the Quarterly, the periodical of the
Florida Historical Society, Volume XI—Number 3



Test Your Knowledge: Which flag is generally accepted as being the first European Standard flown on American soil?

Hint: It is believed that the first time it was flown in Florida was on a Brevard County Beach in 1513.

Answer on page 7

**Brevard County Historical
Articles & Features
Organizations & Activities**

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Historical Commission Director Emeritus: Stephen R. Benn

**THE INDIAN RIVER JOURNAL
THE JOURNAL OF THE BREVARD COUNTY HISTORICAL COMMISSION**

Editor:

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CHAIRMAN'S REPORT

JOSEPH R. MORGAN, CHAIRMAN

The past months have proved to be interesting, with new goals and challenges to our almost fifty years of preserving the heritage and history of our Brevard communities with our fifteen volunteer Commissioners. Our Historical Commission was formerly under the Parks and Recreation Department of Brevard County and located in the Cocoa Byrd Plaza Center. Now we are located in the Central Brevard Library and Reference Center, 308 Forrest Avenue, Cocoa, on the second floor along with the Genealogy Department, under the direction of Michael J. Boonstra, Certified Genealogist and also our archivist. This is a major move and a wonderful match between the Library and our Historical Commission.

We recently hosted a "Cultural Tourism Symposium" to develop a program to look at the economic impact of historic preservation and heritage tourism. This symposium was held at Brevard Community College. Over sixty Brevard County historical organizations attended, with the results presented to the Board of County Commissioners and the Tourist Development Council. Historical commissioner Roz Foster developed this 'first of a kind' symposium aided by former Commission Chairman Bob Gross. This is 'One giant step forward' for bringing our history together in Brevard County.

An era has ended with the passing of Ada Parrish in June 2011. She was the founder and pioneer member of our historical group in 1963 and was an active member for over forty-six years. Ada Parrish was named Historical Commissioner 'Emeritus' by the Brevard County Board of County Commissioners in 2008 and we are proud to have had her friendship. Henry U. Parrish III is now a member of our Historical Commission and will follow in his mother's goal of preserving the history of Brevard County.

June also brought the loss of a current Historical Commissioner, Tom Breen. Tom was a journalist for *Florida Today* for many years and had worked for papers such as the *Arizona Republic*, the *Washington Times* and the *Hartford Times*. He was well known and liked in that field and was remembered for his meticulously researched articles. Tom was also a popular teacher at Brevard Community College and was pursuing his doctorate at Georgetown University, a goal which he had almost completed. Tom was a personal friend and I will miss him dearly.

We encourage organizations to provide us with copies of your special events, DVDs, pictures, membership roster and other items that will be preserved in our archives. We preserve our history, honor the past, explore the present and shape the future. *JRM*

THE ZORA NEALE HURSTON IN BREVARD COUNTY EXHIBITION

BY DR. BEN BROTEMARKLE
EXECUTIVE DIRECTOR OF THE FLORIDA HISTORICAL SOCIETY

On July 9, 1951, writer, folklorist, and anthropologist Zora Neale Hurston wrote in a letter to Florida historian Jean Parker Waterbury: "Somehow, this one spot on earth feels like home to me. I have always intended to come back here. That is why I am doing so much to make a go of it."

It would be natural to assume that Hurston was writing about her adopted hometown of Eatonville, Florida. Growing up in the oldest incorporated municipality in the United States entirely governed by African Americans instilled in Hurston a fierce confidence in her abilities and a unique perspective on race. Eatonville figures prominently in much of Hurston's work, from her powerful 1928 essay *How It Feels To Be Colored Me* to her acclaimed 1937 novel *Their Eyes Were Watching God*. For the past twenty-two years, the Association to Preserve the Eatonville Community (P.E.C.) has celebrated their town's most famous citizen with the annual Zora Neale Hurston Festival of the Arts and Humanities. Hurston will forever be associated with the historic town of Eatonville.

But Hurston was not writing about Eatonville when she spoke of "the one spot on earth [that] feels like home to me" where she was "the happiest I have been in the last ten years" and where she wanted to "build a comfortable little new house" to live out the rest of her life.

Unknown to most, Zora Neale Hurston called Brevard County "home" for some of the happiest and most productive years of her life. Through a new traveling exhibition called *Zora Neale Hurston in Brevard County*, an accompanying Curriculum Guide for Teachers, and ancillary web-based materials, the Florida Historical Society will highlight this little known aspect of Zora Neale Hurston's life and career. When not traveling to other venues, the exhibit of photographs, letters, and other memorabilia and artifacts will be displayed at the Historic Roesch House in Eau Gallie, across the street from the Rossetter House Museum and Gardens, just blocks from where Hurston lived.

The primary target audiences for the *Zora Neale Hurston in Brevard County* exhibition and related materials are the general public, students, and researchers in Brevard County. There is also national and international interest in Zora Neale Hurston and her work. This exhibition, which will bring to light a largely ignored but significant portion of Hurston's life, will also reach audi-

ences far beyond Brevard County. Once completed, this exhibition will be offered directly to potential venues.

Brevard County has a rich and varied history. It is known as the site of the 7,000 year-old Windover Mortuary Pond, one of the most significant archaeological discoveries in the world; the home of educator and activist Harry T. Moore, the first martyr of the contemporary Civil Rights Movement; and the launch pad for every manned space flight from the United States. Very few people are aware, however, of the significant history relating to Zora Neale Hurston in Brevard County.



Courtesy of the State Library and Archive of Florida

Zora Neale Hurston

For example, Hurston first moved to Eau Gallie in 1929, where she was very productive. Here she wrote the book of African American folklore *Mules and Men* (published in 1935), documented research she had done in Florida and New Orleans to fill an entire issue of the *Journal of American Folklore*, and made significant progress on some of her theatrical pieces.

After returning to New York in late 1929, Hurston came back to Eau Gallie in 1951, moving into the same cottage where she had lived previously. While living in Eau Gallie between 1951 and 1956, Hurston staged a concert at Melbourne High School (its first integrated event); worked on the project that became her passion, the manuscript for *Herod the Great*; covered the 1952 murder trial of Ruby McCollum (an African American woman who killed her white lover); and wrote an editorial for the *Orlando Sentinel* arguing against

the *Brown v. Board of Education* decision. Her controversial disapproval of public school integration reflects her belief in the need to preserve African American culture and communities.

When Hurston was unable to purchase her much loved Eau Gallie cottage, she moved to an efficiency apartment in Cocoa Beach, while working as a librarian in Satellite Beach. In June, 1956, Hurston moved from the apartment to a mobile home on Merritt Island. She was fired from her job in May 1957, because she was “too well-educated for the job.” She then left her happy life in Brevard County to take a job at the *Chronicle* in Fort Pierce, where she died three years later. All of this and more will be documented in the *Zora Neale Hurston in Brevard County* exhibition and ancillary materials.

Dr. Ben Brotemarkle, Executive Director of the Florida Historical Society, is leading the team creating this new exhibition. His research on Zora Neale Hurston and Eatonville has been included in his books *Beyond the Theme Parks: Exploring Central Florida* (University Press of Florida) and *Crossing Division Street: An Oral History of the African American Community in Orlando* (Florida Historical Society Press). He will provide informational content and oversee the design and assembly of the exhibition.



Courtesy of the State Library and Archive of Florida

Zora Neale Hurston collecting folksongs in Florida in 1935

Florence M. Turcotte is Curator of the Zora Neale Hurston Papers at the University of Florida George A. Smathers Libraries and serves on the board of the Zora Neale Hurston Digital Archive. Since 2005, she has worked closely with students of Florida literature, history, and culture at UF and around the country. She has assisted libraries with Big Read Projects and worked with documentary filmmakers on projects related to Hurston. Ms. Turcotte will supply

content such as photographs and letters relevant to the exhibition through the University of Florida.

Virginia Lynn Moylan is author of the new book *Zora Neale Hurston's Final Decade* (University Press of Florida). She teaches both high school and college courses, is a founding member of the Fort Pierce Zora Festival, and is a contributing author to *Inside the Light: New Critical Essays on Zora Neale Hurston*. Ms. Moylan will provide both informational content and rare photographs for the exhibition.

Ben DiBiase is Educational Resources Coordinator for the Florida Historical Society. Ben functions as the FHS archivist, serves as the primary liaison between the FHS and educational institutions, and designs curriculum guides and other educational materials for students and teachers. Ben will help to design and assemble the exhibition and complimentary resources.

Created in 1856, The Florida Historical Society is dedicated to preserving Florida's past through the collection and archival maintenance of historical documents and photographs, the publication of scholarly research on Florida history, and educating the public about Florida history through a variety of public history and historic preservation projects. The FHS is the oldest existing cultural organization in the state, and the only state-wide historical society. While operations ceased during the Civil War, the FHS was reestablished in 1902, and incorporated in 1905. FHS headquarters are in the Library of Florida History in Cocoa Village, in a building that was originally a U.S. Post Office built in 1939 as a WPA project.

The FHS operates the Florida Historical Society Press which publishes a diverse selection of books, maintains the Library of Florida History in Cocoa Village, manages the Historic Rossetter House Museum and Gardens in Eau Gallie, and hosts the Florida Public Archaeology Network (FPAN) East Central Region. They publish scholarly research in *The Florida Historical Quarterly* and host a variety of public events. The Annual Meeting and Symposium is held each May at different locations around the state, and features academic paper presentations, tours of historic sites, an awards luncheon, a gala banquet, and a picnic.

Florida Frontiers: The Weekly Radio Magazine of the Florida Historical Society has joined *The Florida Historical Quarterly* and the publications of the Florida Historical Society Press as another powerful tool to fulfill the Society's mission of collecting and disseminating information about the history of Florida in ways that inform contemporary issues. In Brevard County, *Florida Frontiers* can be heard on 90.7 WMFE, Thursday evenings at 6:30 and Sunday afternoons at 4:00; and on 89.5 WFIT, Sunday mornings at 7:00.

With funding from the Florida Humanities Council, The Florida Historical Society plans to complete the *Zora Neale Hurston in Brevard County* exhibition in late 2011. *RRJ*

FLAGS

REPRINTED FROM THE *QUARTERLY* THE PERIODICAL OF THE
FLORIDA HISTORICAL SOCIETY, JANUARY 1933

If you answered the first flag on the left, or the Spanish Flag, congratulations you are correct!

THE SPANISH FLAG planted on Florida soil by Juan Ponce de León in the year 1513, bearing the quartered arms of Castile and León on a red and white Field, is generally accepted as having been the first European standard being flown on American soil. It was used by Columbus in 1492, Pánfilo de Narváez in 1528, and Hernando de Soto in 1539.

THE FRENCH FLAG unfurled over Fort Caroline on the St. Johns River by René Goulaine de Laudonnière in the year 1564, bearing three golden fleur-de-lis on a blue field, had its origin in the legendary blue cloak of St. Martin, which he shared with a beggar at Amiens and was familiarly known as “The Chape de Martin”. This standard was used as the national French flag until the birth of the tri-color during the Revolution.

THE BRITISH FLAG unfurled over Florida during the British dominion, 1763 to 1783, bearing on a blue field the combined crosses of St. George and St. Andrew (the patron saints of England and Scotland), became the first Union Jack of Great Briton by proclamation of James I of England, upon the union of Scotland and England in the year 1603, and was the only flag used over forts and public buildings in the English colonies.

THE BATTLE FLAG OF THE CONFEDERACY, adopted in in 1861, was unfurled over Florida after her secession from the Union on the 10th day of January, 1861.

THE STARS AND STRIPES OF THE UNITED STATES, bearing the twenty-three stars for the twenty-three states of the Union, was unfurled over St. Augustine on the 16th day of July, over Pensacola on the 21st day of July, 1821, upon the ceding of Florida to the United States by Spain. *RRJ*

Flag references: *Flag Number of the National Geographic Magazine*, October 1917; *Encyclopedia Britannica* under “Flags”; Hughes, *Famous Flags of America*.

COCOA MASONIC LODGE FOUNDED 1889

BY JOSEPH R. MORGAN

In an old ledger dated February 18, 1889, the story of the Cocoa Masonic Lodge #113 Free & Accepted Masons begins. On page 1 of the ledger "At a meeting called in Public Spirit newspaper for the purpose of organizing a Masonic Lodge in Cocoa, Fla. there were present..." and following was a list of the names of nine Masons from other areas of the United States who were now living in Cocoa. They made a motion for the formation of Cocoa's Masonic Lodge and instructed the chairman to confer with the Grand Lodge of Florida. They next met at the home of Charles Hammond and later began meeting upstairs over O. K. Wood's furniture store located in what is now Cocoa Village. Charter members were T. K. Dixon, A. G. Weinberg, Charles Hammond, R. N. Andrews, O. K. Wood, C. J. Schoonmaker, G. A. MacJunkin, William Hindle, Felix Popple, W. A. B. Salisbury, R. F. Carter and C. W. Harrison.

These men had a lot of mojo with those beards and bowler hats! Makes you wonder what we will look like 121+ years from now. One year later, Cocoa's Masonic Lodge #113 F & A M began its 121 year presence in Cocoa, and continues today at 40 Carmalt St., Cocoa, according to Masonic Worshipful Master Don Vargas. The original masonic Lodge, a three story red brick building which has a large brick Masonic emblem in the center, is located in downtown Cocoa Village according to lodge secretary George Malone. *IRJ*

*We have Landmark Guides to Historic Brevard County available
Contact the Commission office for your copy.*

FOR YOUR INFORMATION

The Historical Records Archive of the Historical Commission has a lot of reference material in its collections and could prove to be a valuable research source. The Historical Records Archive is normally open for research during standard business hours. Please call first to ensure that someone will be there to assist you. The Archive can be reached by telephone at 321-433-4415.



Sitting left to right: T. K. Dixon, A. G. Weinberg, Charles Hammond, R. N. Andrews, O. K. Wood, C. J. Schoonmaker. Standing left to right: G. A. MacJunkin, William Hindle, Felix Popple, W. A. B. Salisbury , R. F. Carter, C. W. Harrison.

LORI WILSON PARK

BY JOSEPH R. MORGAN

Lori Wilson Park, located at 1500 N. Atlantic Ave, Cocoa Beach, was named after a former Brevard County commissioner (1962-72) and Florida State Senator (1972-78). Lori Wilson was thirty-seven years old when the 32.43 acre park with 1000 foot boardwalk was installed. One of the major features of the park is a large maritime hammock named after ‘Johnnie Johnson’¹, along with restrooms, showers and picnic areas.

Teenagers needed a place to congregate other than Kiwanis Island on Merritt Island, where they were not wanted by the various civic clubs using the facility. The teens petitioned the county commission, of which Lori Wilson was then a member.

Realtor Jack Kornblith, Trend Realty of Cocoa Beach, put together a number of parcels of ocean front property and presented them to the county board of commissioners with the intention of building a much-needed convention center.

But this was not to be. The county commissioners purchased the ocean front land which had an old motel and developed it into a wonderful people’s park. At the request of the teens, the park was named after Lori Wilson, who had devoted herself to making the park a reality. In 1972, after a 4 – 0 vote, the park was opened.

Today, Lori Wilson lives in Cocoa Beach and people ask her, “Was this park named after you?” She just gives a big smile. *LRJ*



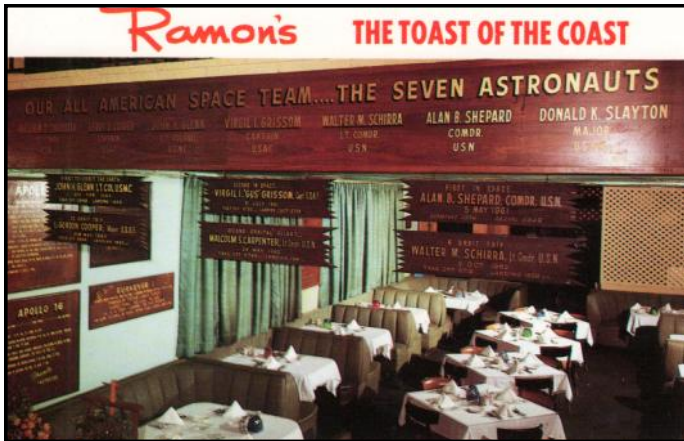
Lori Wilson in front of the sign for the park named for her, 2011

1. *Johnnie Johnson was a local naturalist and historian as well as a long time member of the Brevard County Historical Commission. –Ed.*

RAMON'S RESTAURANT

BY JOSEPH R. MORGAN

In the beginning of the Space Age, one of the four restaurants in Cocoa Beach, the long-gone Ramon's Restaurant advertised itself as '*The Toast of the Coast*'. At that time it was the chief competitor to 'Bernard's Surf' located a couple of miles south of Ramon's on State Road A1A.



Located originally near the intersection of SR 520 and A1A, Ramon's was opened by Don Holt and his wife Allene on January 23, 1957. Both it and Surf were favorite spots for visiting dignitaries and space-program VIPs. Allene ran it after Don died in 1967. She sold it to Bernice and Ronnie Porter, who had it until late 1984. The building was razed in June 1990.

It was at Ramon's in 1962 that workers and customers milled in the street during the final moments of the countdown for John Glenn's historic five-hour flight in space. Always a popular hangout for the astronauts, the dining room and bar area was covered with space memorabilia, plaques, autographed photographs and framed launch badges. The fifteen foot long wood plaque with the seven astronauts' names lettered in gold is now located in the Cocoa Beach Country Club. Ramon's became a stopping-off place for local and out-of-town space buffs.

Perhaps one of the best-remembered dishes at Ramon's was the Caesar salad, with its secret-ingredients dressing. So after over fifty years, we honor the past. The other three restaurants no longer with us are Bernard's Surf, Alma's Sea Food and Italian Restaurant, and Krystal Hamburger. I sure miss those 'sliders' on my way home in the early morning. *IRJ*

Reference: Jaye Wright, *Florida Today* Newspaper

NASA PHOTO



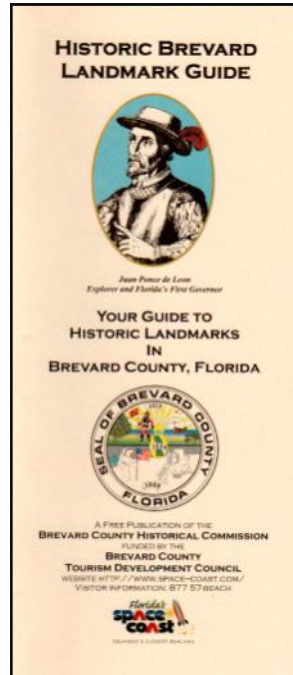
May 25, 1962, Grand Turk Island, B.I.: “And then the parachute opened,” might be the words of astronaut Scott Carpenter as he and John Glenn, the only other American to experience the same sensations of orbital flight, discuss Carpenter’s 5/24 feat. Carpenter, who spent an uneasy 3 hours floating in the Atlantic at the end of his flight, was flown here for “debriefing.”

A print of this photo hangs in the lobby of Nuance Communications, Inc. (formerly Dictaphone Corp.) in Melbourne. On the bed between the two astronauts is a Dictaphone Dictet portable recorder. NASA and branches of the Military used these recorders extensively. A subsidiary of Dictaphone, Kinelologic, supplied other reel-to-reel specialized recorders for the Apollo and other programs. The Kinelologic recorder first flew on Apollo 10. *IRJ*

HISTORIC BREVARD LANDMARK GUIDE

The Landmark Guide provides the location and a brief description of some of the historical landmarks in Brevard County. We have included the GPS coordinates for those that have historical markers. We don't have all of the historic locations in there yet, but we're working towards that end. In the meantime enjoy the 80 plus that we have documented. Get your copy free of charge through the Brevard County Historical Commission by writing or calling us.

Brevard County Historical Commission
Central Brevard Library and Reference Center
308 Forrest Ave.
Cocoa, FL 32922
Telephone: 321-433-4415



FUTURE EVENTS

- The Commission is planning to host the follow-up to the Cultural/Heritage Tourism Symposium in the spring of 2012.—*See the report on page 19*
- There are several organizations in the state that are planning for the quincentenary of Juan Ponce de León's landing in Florida. These will happen in 2013. Watch for details.

20,000 JOIN HANDS ON THE BEACH

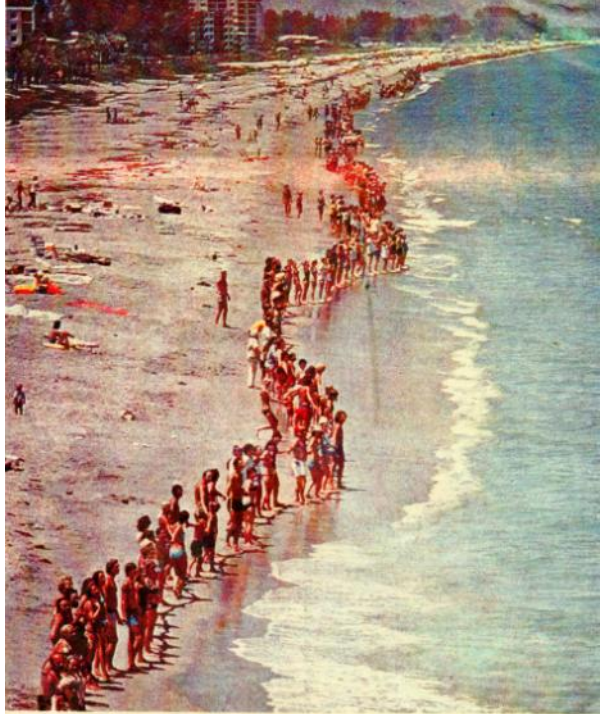
BY JOSEPH R. MORGAN

The Reach on the Beach 1979 was an effort by the M3 Group, Ltd. (Madcap Mischief Makers) to place 20,000 people on the Atlantic Beach, making a human chain holding hands together reaching over 26 miles from Jetty Park in Cape Canaveral to Fern Street in Melbourne Beach.

Each section hosted 700 people for a total of over 20,000 people. We submitted this effort for entry into the Guinness Book of World Records, according to Fred Gay, President of the M3 Group and President of the Cocoa Beach Chamber of Commerce.

Two airplanes were chartered to photograph the 'happening' with the lead plane towing a banner reading "Smile! Join Hands!" *Florida Today* photographer Robert McDonald was in the next plane.

Despite all the planning, Gay said the Reach was the main thing, not the record. This was a bonding experience for Brevard County. *JRJ*



TODAY Staff Photo by Scott Minkley

Reference: Peter Adams, *Florida Today* Newspaper

*Be sure to see the new Index of Indian River
Journal Articles on our website.*

TIN CAN TOURIST CAMPS IN FLORIDA

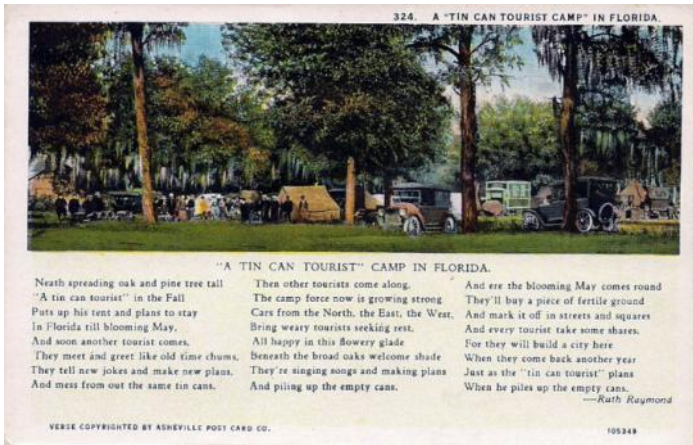
BY JOSEPH R. MORGAN

The Tin Can Tourists were organized at Desoto Park, Tampa, Florida, in 1919. They received the official state charter a year later. The group[']s stated objective was "to unite fraternally all auto campers". Their guiding principles were clean camps, friendliness among campers, decent behavior and to secure plenty of clean, wholesome entertainment for those in camp. The group, known for the soldered tin can on their radiator caps, grew rapidly during the twenties and thirties. Members could be inducted [by] fellow campers through an initiation process that taught the prospective member the secret handshake, sign, and password. After singing the official song, "The More We Get Together", the trailerite was an official member of the Tin Can Tourists of the World.

From the official Tin Can Tourists® website (<http://www.tincantourists.com>) –Ed.

*"A real vacation to a great many people, means camping out, so to the automobile tourist, camps have become an established institution, when ever good roads encourage automobile travel."*¹

In 1919 Florida had hundreds of good roads and also an enjoyable good climate twelve months in the year, which annually attracted hundreds of thousands of visitors to the State.



All Automobile Camps were under supervision of the State Board of Health, which required a high standard of sanitation. In order to keep a check on the camps, two inspectors are employed to visit all camps at frequent intervals.

There were forty-three Tin Can Camps in Florida from Pensacola to Miami, with two in Brevard County:

The Melbourne Camp furnished both artesian and soft water, electric lights, toilet facilities, shower baths, and space for washing cars. The charge to stay at a camp was 25 cents per day, with no time limit. The camp was located five blocks from the business section and was under the supervision of the Midway Tourist Camp.

The Titusville Camp had the same fee, except they charged for shower baths.

A “tin can tourist” put up his tent in the fall and stayed for the winter. There were thousands of people who travel in their Ford, Buick, or other automobile. These generally cost less than six hundred dollars! They met like old chums. They told stories and sang songs together. By 1968 most of the Tin Can Camps were gone. The Airstream Trailer was introduced in 1932. The first ones made of aluminum appeared in 1936. Production was stopped during the war, but took hold again in the late 1940s. *[RRJ]*

1. A.A. Coult, Secretary, Florida Development Association, Jacksonville 1919



From <http://www.tincantourists.com>

Tin Can Tourists in Indialantic, FL—1922

UFOs IN COCOA BEACH

BY JOSEPH R. MORGAN

On Florida's Space Coast you'll find seafood, beautiful ocean beaches (like Cocoa Beach), and lots of wonderful sunshine. Also located here is Cape Canaveral Air Force Station, with almost thirty unmanned launches, and the Kennedy Space Center, which is the only place in North America where humans are launched into space. The moon missions left from here. As have all of the Shuttle missions.

In the early days of America's space program, Cocoa Beach was like a frontier town with a small population of around three-thousand young folks, with an average age of twenty-nine. There were lots of engineers, secretaries, and service people to provide after-hour entertainment at the many watering-holes. Lots of flat-top haircuts and Beehive hair that went along with the cool cars of the sixty's. I fit into that group, working with North America Aviation Company at the Cape, but at the same time I supported my brother Tim Morgan, who was the owner/chef of his Alma's Seafood & Italian Restaurant located in Cocoa Beach.

I represented Tim's restaurant at the Cocoa Beach Area Chamber of Commerce and was president in 1966, at the age of thirty-one. After forty years, he sold his business in 2003.



The Chamber, in 1966, didn't have very much money to promote the Beach Community, so with hundred's of news media coming to Cocoa Beach for the launches, we put in a UFO Welcome Pad. It was located at Cocoa Beach's Sidney Fischer Park. What a great idea! The news media were looking for something to add to their press releases so we gave them a UFO story. UFO's had been sighted in the Cape area.

We put concrete blocks in a cross-like position, placed a large sign that said: "UFO-Welcome to Cocoa Beach." The city of Cocoa Beach planted flowers and green plants, which made it 'Official'. The *National Enquirer*, with a circulation of over four-million and found in many grocery stores in the USA, ran a picture and story about Cocoa Beach's UFO Welcome Platform. One of the Cocoa Beach City Commissioners didn't like the program, so he took his car and ran over the UFO Welcome sign and some of the plants. Well, that gave us more news coverage. Fun memories!



Joseph R. Morgan, past president of the Cocoa Beach Area Chamber of Commerce, 1966

UFO sightings have been reported around the world for many years, and folks in Roswell, New Mexico hold a UFO Festival each year. Maybe we should put back our UFO Welcome sign. It's only been 45 years! What comes next after the Space Shuttle program? Maybe there will be lots of unmanned launches.

IRJ

**CULTURAL / HERITAGE TOURISM SYMPOSIUM
REPORT AND THE
ECONOMIC BENEFITS OF COLLECTIVE MARKETING
BY ROZ FOSTER, SYMPOSIUM CHAIRMAN**

We are all challenged by these economically difficult times, and are reminded that the usual outcome of economic adversity is a new and equally productive response. Communication and perseverance at all levels are keys to our future well being and we must be innovative and supportive of new ideas. We will continue to work with what we already have to find ways to build a bridge from the past to the present and generate revenue by historic preservation and heritage tourism in the process.

The Brevard County Historical Commission held a Cultural/Heritage Tourism Symposium & Workshop last March with the purpose of bringing together non-profit organizations, municipalities and government agencies who have a vested interest in cultural/heritage tourism in Brevard County. Workshops were held to discuss and identify applicable existing resources countywide, to encourage networking among non-profit organizations and agencies, and to collaborate and collectively support, promote and market cultural/heritage tourism.

Approximately 75 individuals representing 118 non-profit organizations, municipalities and government agencies participated.

An informative program on economics and benefits of historic preservation and cultural/heritage tourism was presented during the morning session by the Bureau Chief & Deputy State Historical Preservation Officer, Barbara Mattick.

The State's Economic Impact Study is comprised of input from 60 government officials and individuals involved in historic preservation and more than 30 Florida communities. It clearly documents that investment in historic preservation funding produces a 10:1 return, and substantial contributions to tax collections for state and local governments are realized by retaining and maintaining historic properties. Historic preservation and cultural/heritage tourism are powerful economic tools that create jobs and help strengthen local economies by using existing resources.

Heritage Tourism is one of the state's top 3 revenue producers, with approximately 42.9 million tourists visiting Florida's more than 135,000 historic sites, historic museums, state parks and archaeological sites, spending \$3.7 billion.

Downtown revitalization is an important economic component of historic preservation. Diverse investment programs, through leveraging of public and pri-

vate funds, are redesigning the way we think about and use our downtowns. The Main Street Program creates a greater “sense of place” in our communities and contributes to the quality of life.

Government and private lending institutions are forming partnerships to invest in redevelopment of commercial and residential historic properties and districts. Creative financing plans feature combination of loans, grants, tax credits, and investments of public and private funds. Public funded grants are matched many times over with private funds in local rehabilitation projects.

Afternoon workshops were divided into 3 classroom groups – north, central and south Brevard County with a selected monitor for each classroom.

Participants identified existing sites, structures, and districts; held informative and stimulated discussions about existing outreach and educational programs; identified existing tools and resources that are presently used and what are additionally needed; and discussed how historic preservation and heritage tourism are being promoted. Ideas for networking, collaboration and consolidation of efforts to be more cost effective and reach a broader market and the “special interest loop” concept were enthusiastically discussed.

Members selected from the Brevard County Historical Commission and the symposium steering committee, after lengthy discussions and examination of the worksheets and notations from each group compiled the following conclusions and recommendations:

Over 2,321 existing cultural, ecological and heritage sites/structures were identified and recorded:

1,742	Structures
493	Archeological Sites
17	Cemeteries
8	Bridges
61	Historic Districts, Scenic Roads, etc.

Other cultural/ecological/heritage non-profit attractions identified were:

28	Museums
237	Ecological sites located in parks
27	Nature trails (not all inclusive)
237	Festivals

Cycling routes, hiking trails, kayaking tours, fishing venues, etc. were identified and will be included for creating/marketing “special interest loops.”

All participants have a vested interest in better definition, promotion and marketing of existing resources for Cultural/Eco/Heritage Tourism. They would like more cost effective promotion & marketing of identified resources county-

wide and to a broader audience state-wide, nationally and internationally, and to explore collective marketing to special interest groups by creating “special interest loops” for north, central and south Brevard County. They would like to see Brevard County create and maintain a consolidated, centralized website for marketing cultural/eco/heritage tourism.

We are offering these recommendations as an economic stimulus during difficult economic times to collectively promote existing cultural, ecological, and heritage resources in Brevard County through an effective marketing tourism program. Consolidation & collaboration of cost effective marketing efforts results in targeting a broader market with “More Bang for the Bucks”.

Based on the compilation from the workshops sessions the following recommendations are offered:

1. Coordinate and collaborate with non-profit organizations to determine which resources are accessible, promotable and suitable for tourism and define which are applicable to market as “special interest loops”.

Properly marketed, these “loops” would encourage many “special interest” vacationers to make Brevard County a “destination,” and attract more “staycationers.” Loops could be divided into areas – north, central and south Brevard County and designed to include cultural, ecological and heritage sites, structures and events. Special interest groups would include hiking, birding and fishing enthusiasts, naturalists, cyclists, history buffs, pleasure and sailing boaters, kayakers, writers and artists.

2. It is proposed that the Brevard County Tourist Development Council (TDC) collectively promote and market Cultural/Eco/ Heritage Tourism to county, state, national and international markets. It is also proposed that they create “special interest loops” as cost effective marketing tools to promote and market to special interest groups.
3. The Historical Commission recommends that the TDC create and maintain a well-designed “centralized & consolidated website (without front page advertising), which promotes “qualified” Brevard County non-profit organizations, and markets to Brevard County residents, as well as state, national and international tourists. This website would collectively promote and market Cultural/Eco/Heritage Tourism for Brevard County by producing videos for TV links in hotel/motel rooms, post event calendars and provide information links to non-profit web pages for additional/contact information, etc.

The Historical Commission does not require nor does it ask for additional funding support at this time. WE are not in the marketing business. Funding

from the TDC for development of prototype marketing/promotional materials and website design may be solicited.

The Symposium provided insight to the importance and interest in developing a Cultural/Eco/Heritage Tourism Program for Brevard County. A follow-up symposium was requested to include cultural/eco/heritage non-profit organizations, special interest groups such as cyclists, hikers, kayakers, fishing guides, and artists/writers. Hotel managers, travel agents, Chamber of Commerce representatives, publicity and marketing agencies could also participate. This would provide additional input to determine what marketing tools are needed and identify how and what special interest groups would be marketed as well as venues for marketing. Another symposium is tentatively being scheduled sometime in February or March 2012.

For additional information please contact Michael Boonstra at the Historical Commission office. *||R||*

Report was presented to the Brevard County Board of County Commissioners on Aug. 23, 2011.

BETHEL AME CHURCH AND CEMETERY MARKER DEDICATION

The Bethel AME Church and Cemetery state historical marker was dedicated on Saturday, August 13, 2011 at 11am.

The church and cemetery are located at 4725 N. Tropical Trail on Merritt Island. It is north of the barge canal and north of Hall Road. *||R||*

*Greater Mt. Olive AME Church
1240 North Tropical Trail
PO Box 540072
Merritt Island, Florida 32953*

Thank You

Pastor Watson and Members of the Greater Mt. Olive AME Church would like to thank you for attending the Historical Dedication Ceremony of the Bethel African Methodist Episcopal Church of Merritt Island and Community Cemetery "White Lily Cemetery".

We would like to extend heartfelt thanks to those who would not allow the dream to die. Through your diligence and persistence, an important Piece of Brevard County history has been preserved and the spirit of the old church and cemetery lives on.

May God Bless,

*Natasha LaGrone
Greater Mt. Olive AME Church
321-917-7009
321-459-0213*

LIST OF STATE HISTORICAL MARKERS

Brevard County—August 2011

1. St. Gabriel Episcopal Church – Titusville
2. Dummett Grove – North Merritt Island
3. Clifton Colored School – North Merritt Island
4. Greater St. James Missionary Baptist Church – Mims
5. LaGrange Community Church – N. Titusville
6. LaGrange Cemetery – North Titusville
7. LaGrange Community (Colored) Cemetery – North Titusville
8. Harry T. & Harriette V. Moore Memorial Home Site – Mims
9. Historic Brevard County Courthouse - Titusville
10. Pritchard House – Titusville
11. Titus House – Titusville
12. Hernandez Trail – Cocoa
13. City Point Church – Cocoa
14. Derby Street Chapel – Cocoa
15. Georgiana United Methodist Church – Merritt Island
16. Winter-Time Ais Indian Town of Pentoaya – Indian Harbour Bch.
17. Holy Trinity Church – Melbourne
18. Melbourne Naval Air Station – Melbourne
19. Rossetter House - Melbourne
20. Original Melbourne Village Hall – Melbourne Village
21. Juan Ponce de Leon Landing Park – Melbourne Beach
22. Provost Hall – Merritt Island
23. St. Luke's Church – Merritt Island
24. Oliver's Camp – North Titusville
25. Haulover Canal – North Merritt Island
26. Last Naval Battle of Revolutionary War – Port Canaveral
27. Florida Institute of Technology _ Melbourne
28. Addison Canal - Titusville
29. Valencia Historic District - Rockledge
30. Historic Monroe Center - Cocoa
31. Windover Archaeological Site – Titusville
32. Titusville Negro School – Titusville
33. Bensen House – Grant
34. Canaveral Lighthouse – Cape Canaveral Air Station
35. Union Cypress Railway – Melbourne
36. Old Melbourne Beach Town Hall – Melbourne Beach
37. Georgiana Railway – Merritt Island
38. Union Cypress Sawmill – Melbourne
39. Ulumay Wildlife Sanctuary – Merritt island
40. Smith Family Homestead – Melbourne Beach
41. Sams House – Merritt Island
42. St. Mark's Episcopal Church - Cocoa
43. Bethel AME Church & Community Cemetery – Merritt Island

PENDING INSTALLATION

1. Lawndale/Williams House - Rockledge

ABOUT THE HISTORICAL COMMISSION

The Brevard County Historical Commission was established in 1963 by ordinance of Brevard County to "*collect, arrange, record, and preserve historical materials*" and to perform other functions such as obtaining narratives of the early pioneers, marking historical locations throughout the county, and recording historical information.

The Historical Commission is made up of fifteen members appointed by the County Commissioners. Each of the five County Commissioners appoints three members to sit on the Historical Commission.

We store our collections at our Historical Records Archive located at Central Brevard Library and Reference Center, 308 Forrest Ave., Cocoa, Florida 32922. The collections are normally available to the public during regular business hours. Please call in advance at 321-433-4415, to schedule an appointment to view our collections. We are attempting to put our collections online, however, to date we haven't reached that goal.

The Historical Commission holds regular monthly meetings at the Archive. The public is always encouraged to attend. Please call the Historical Commission's office at 321-433-4415 for a schedule of our meetings.

We have undertaken a number of projects, including:

- Publication of an official Brevard County History
- Designation of Historical and Archaeological Landmarks
- Publication of a booklet identifying the Landmarks
- Preservation of early newspapers, maps and records
- Collection of individual oral histories on video
- Publishing of a journal entitled The Indian River Journal

The Historical Commission works with many other groups and organizations in the community to preserve the County's history and archaeology. *IRJ*

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LIST OF HISTORICAL COMMISSIONERS

The list includes all of the Commissioners who have served through the years.

David Anderson	Fred Hopwood	Karen Raley
Jim Ball	Brooks Humphrys	Orlando Ramirez
Jeff Boston	Johnnie Johnson	John Rawls*
Ed Bradford*	Darcia Jones Francy	Margaret Senne
Alan Brech	Greg Jones	Ronald Senne
Tom Breen	Georgiana Kjerulff	Susan Sheppard
Ben Brotemarkle	Shirley Kidd	Yvonne Shingler
Gil Carlson	Ed Kindle	Jack Sidoran
Kim Carmen	Alan King	Ann Smith
Cheryl Carson	Bud Knoderer	George Smith
Ann Christensen	Betty LaRoche	Bob Stevens
Deborah Clarke	Mildred Lawrence	Helen Stubbs
Jabez Coggan	Jack Lembeck	Bob Swenson
Jim Culberson	Elaine Liston	Robert Taylor
Angel Dick	Betty Longenberge	Mary Lou Thombleson
Eleanor Downes	Sam Lopez	Cherie Thompson
Ann Downing	Sharon Lucas	Tonie Vogt
Harold Edwards	Mary Mace	Ed Vosatka
Claire Ewertz	Barbara McClure	Hester Wagner
Clyde Field	T.J. McElroy	Richard Wallace
Joe Fisher	Jan McLarty	Rachel Wentz
Fred Flansburgh	Cindy Michaud	Les Widick
Roz Foster	Joseph R. Morgan*	David White
Anne Frame	Sandee Natowich	Bob Whitney*
Jo Gay	Mike Newquist	Vera Zimmerman
John Geil	Dave Nisbet	
Donald Good	Debbie Palmer	*denotes Chairman
Carey Gleason	Ada Parrish	
Holly Grant	Henry Parrish, III	
Hubert Griggs	David Paterno*	
Bob Gross*	Tom Penders	
Joan Haas	Kay Phillips	
George Harrell	Lynn Pickett	
Doug Hendriksen*	Carole Pope*	
Lynn Hollenbeck	Charlie Powell	

*We have Landmark Guides to Historic Brevard County available
Contact the Commission office for your copy.*

MUSEUMS

Air Force Space & Missile Museum

Space Launch Complex 5&6, Cape Canaveral Air Force Station, FL
<http://www.airforcespaceandmissilemuseum.org/>

American Police Hall of Fame & Museum

6350 Horizon Dr., Titusville, FL 32780 <http://www.aphf.org/museum.html>

BCC Planetarium & Observatory

Brevard Community College, 1519 Clearlake Rd., Cocoa, FL
<http://www.brevard.cc.fl.us/planet/index.html>

Brevard County Historical Records Archive

801 Dixon Blvd., Suite 1110, Cocoa, FL 32922 <http://www.brevardcounty.us/history/>

Brevard Museum of Art and Science

1463 Highland Ave., Melbourne, FL 32936 <http://www.brevardartmuseum.org/>

Brevard Museum of History and Natural Science

2201 Michigan Ave., Cocoa, FL 32926 <http://www.brevardmuseum.org/>

East Coast Surfing Hall of Fame

4275 N. Atlantic Ave., Cocoa Beach, FL 32031
<http://www.eastcoastsurfinghalloffame.com/>

The Grant Historical House

5795 Highway 1, Grant, FL 32950

The Harry T. & Harriette V. Moore Cultural Center

2180 Freedom Ave., Mims, FL 32754 <http://www.brevardparks.com/hthvm/index.php>

Historic Rossetter House Museum & Gardens

1320 Highland Ave., Melbourne, FL 32935 <http://www.rossetterhousemuseum.org/>

Liberty Bell Memorial Museum

1601 Oak Street, Melbourne, FL 32901 <http://www.honoramerica.org/>

Library of Florida History

435 Brevard Ave., Cocoa, FL 32922 <http://www.myfloridahistory.org/>

Old Town Hall History Center

Ann Downing, Public Relations, 2373 Oak St., Melbourne Beach, FL 32951

The North Brevard Historical Museum

301 S. Washington Ave., Titusville, FL 32782 <http://www.nbbd.com/godo/history/>

U.S. Astronaut Hall of Fame

6225 Vectorspace Blvd., Titusville, FL 32780
<http://www.kennedyspacecenter.com/astronaut-hall-of-fame.aspx>

U.S. Space Walk of Fame Museum

4 Main St., Titusville, FL 32796-3567 <http://www.spacewalkoffame.com/>

Valiant Air Command Warbird Museum

6600 Tico Road, Titusville, FL 32780 — <http://www.vacwarbirds.org/>

Veterans Memorial Museum

400 South Sykes Creek Parkway, Merritt Island, FL 32952
<http://www.veteransmemorialcenter.org/>

HISTORICAL ORGANIZATIONS

Brevard County Historical Commission

801 Dixon Blvd., Suite 1110, Cocoa, FL 32922

Brevard Cultural Alliance

2725 Fran Jamieson Way, Building B, Room 104, Viera, FL 32940

<http://www.artsbrevard.org/home.php>

Brevard Genealogical Society

P.O. Box 1123, Cocoa, FL 32923-1123 <http://www.flbgs.org/>

Brevard Heritage Council

P.O. Box 31, Cocoa, FL 32923 <http://brevardheritagecouncil.org/>

Canaveral Lighthouse Foundation

P.O. Box 1978, Cape Canaveral, FL 32920 <http://www.canaverallight.org/>

Civil War Round Table of Central Florida

P.O. Box 255, Sharpes, Florida 32959-0255

Cocoa Beach Pioneers

580 South Brevard Ave., Cocoa Beach, FL 32931-2529

321-783-8389, mmayorjoe@aol.com

Cocoa Beach Resident Historians

c/o City Clerk's Office, City of Cocoa Beach, P.O.Box 322430, Cocoa Beach, FL 32932-2430

321-868-3286

Daughters of the American Revolution

Mrs. Bill H. Keller, 336 Rio Villa Blvd., Indialantic, FL 32903 321-773-6271

Florida Historical Society

435 Brevard Ave., Cocoa, FL 32922 <http://www.myfloridahistory.org/>

Florida Public Archaeology Network (FPAN)

Florida Historical Society, 435 Brevard Ave, Cocoa, FL 32922

321-690-1971—<http://www.fpaneastcentral.org/>

Genealogical Society of North Brevard

P.O. Box 897, Titusville, FL 32781-0879 <http://www.nbbd.com/npr/gsnb/index.html>

Grant Historical Society

P.O. Box 44, Grant, FL 32949

The Historical Society of North Brevard

301 S. Washington Ave., Titusville, FL 32789 <http://www.nbbd.com/godo/history/>

Indian River Anthropological Society

Dave McDonald, President P. O. Box 542022, Merritt Island, FL 32954-2022

<http://www.nbbd.com/npr/archaeology-iras/>

The Mosquito Beaters

George "Speedy" Harrell, President 435 Brevard Ave., Cocoa, FL 32922

<http://www.mosquitobeaters.org/>

National Railway Historical Society

Florida East Coast Chapter, P.O. Box 2034, Cocoa, FL 32923-2034

<http://www.trainweb.org/fecnrhs/>

North Brevard Heritage Foundation, Inc.

Roz Foster, President, P.O. Box 653, Titusville, Fl. 32781

<http://www.nbbd.com/npr/preservation/>

HISTORICAL ORGANIZATIONS (CONTINUED)

Preservation & Education Trust, Inc.

1219 Rockledge Drive, Rockledge, FL 32955 <http://www.petrust.org>

Rockledge Heritage Foundation

11 Orange Avenue, Rockledge, FL 32955—321 632-2712
http://rockledgeheritage.org/_wsn/page4.html

Sons of the American Revolution

Ben DuBose, 950 Falls Trail, Malabar, FL 32950. 321-952-2928

South Brevard Historical Society

Carol Andren, Pres. P.O. Box 1064, Melbourne, FL 32902-1064
<http://www.southbrevardhistory.org/>

Town of Melbourne Village Historic Preservation Commission

Jean Henderson, Secretary, 321 724-0070

ONLINE SERVICES

Brevard County Historical Commission

<http://www.brevardcounty.us/history/>

Brevard County Historical Maps

<http://fcit.usf.edu/florida/maps/county/brevard/brevard.htm>

Florida Historical Museums

http://www.floridasmart.com/attractions/museums_hist.htm

The Florida Historical Society

<http://www.myfloridahistory.org/>

The Florida Memory Project

An interactive Web site of Florida history, photos and letters
<http://floridamemory.com/>

Public Records Management

Services to state and local governments
http://dlis.dos.state.fl.us/index_RecordsManagers.cfm

Services to Genealogists

Researching your family history at the State Archives of Florida
<http://dlis.dos.state.fl.us/barm/fsa.html>

The State Library of Florida

Collecting, preserving and making available the published history of Florida
<http://dlis.dos.state.fl.us/stlib/>

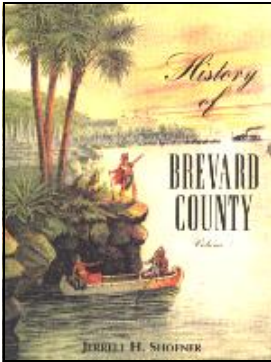
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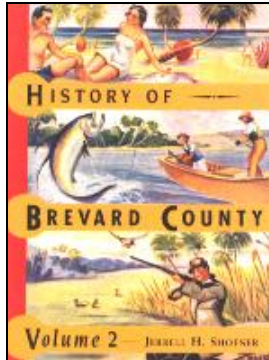
Try as we might to keep the previous lists accurate with up-to-date information, it seems that changes occur that we don't know about until after publication. If you know of a needed change, see an error or have an addition to what we've presented, please let us know. Call us at (321) 433-4415.

THE HISTORY OF BREVARD COUNTY

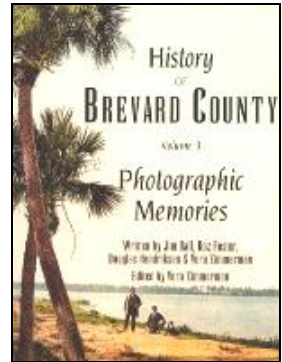
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