

FLORIDA SCENIC HIGHWAYS PROGRAM

2009 Q4 Conference Call

Meeting Notes



DATE: October 22, 2008

TO: Florida Scenic Highways Community

FROM: Mariano Berrios, Program Administrator, Florida Scenic Highways Program

CC: Lynne Marie Whately, Andy Nicol, & Clint Eliason, TranSystems

SUBJECT: Florida Scenic Highways Program - 2009 4th Quarter Conference Call, October 22, 2009

A Florida Scenic Highways Program conference call was held on Thursday, October 22, 2009 from 2:00-3:00 P.M. (EST). The purpose of the call was to discuss program and corridor updates, as well as other important issues regarding the Florida Scenic Highways Program.

2:00 P.M. WELCOME and INTRODUCTIONS

2:10 P.M. DISTRICT COORDINATOR UPDATES

District 1- Manon Lavoie, Bob Herrington

- Lemon Bay/Myakka Trail
 - Looking to acquire a historic building and make it into a visitor center on SR 776
- Bradenton Beach
 - Working on various programs along the highway
 - Florida Waterfronts Organization meeting coming up in December
 - Looking forward to December in Bradenton Beach
- Tamiami Trail – Windows to the Gulf
 - They are now a Brownfield Initiative Corridor, are doing assessments of contaminated properties along the highway
- Palma Sola
 - Upgrades along the highway
- The Ridge
 - Working on a logo and brochures
 - Jacobs is doing a bike/ped sidewalk plan for them, they have 1.5 miles of sidewalk coming in currently
 - Getting ready to do 5-Year CMP Update
 - There is a TPO enhancement project that will connect a trailhead center in Lake Wales to the Scenic Highway

District 2- Debrah Miller, Vickie Renna

- William Bartram SR 13
 - Glatting-Jackson is the Master Plan Consultant for the highway and they are currently working on the plan.
 - Completed their 501(c)3
 - Working on their website
 - Will be holding public workshops with the master plan
- Old Florida Heritage Highway
 - Micanopy Fall Fest October 31
 - DEP LAP Agency – has a Paynes Prairie Grant, consultant to start on improvements
 - Working on their 501(c)3
- A1A Scenic & Historic Coastal Byway
 - HOG Rally October 21-24
 - Windswept Grant and others
- Penney Farms (SR 16)
 - Continuing Designation Process
- Black Bear Scenic Highway
 - Designation Ceremony on October 24
 - Received a Master Plan grant

District 3- Jean Wallace, Vivian Shamel, Artie White

- Big Bend Scenic Byway
 - About 60% completed for their Wayfinding and Interpretation Plan
- Scenic 30A
 - Committees working on signage, transportation, getting action plan moving, innovative and proactive in media development
- Pensacola Scenic Bluffs
 - Annual membership meeting, annual reports done, making park family friendly, boot camp at the boardwalk, Pensacola History series – start in January
 - Working on fundraising, looking into property being donated to scenic highway – pros and cons

District 4- Beatriz Caicedo-Maddison, Christa Razem

- Broward A1A
 - Designation Ceremony on November 18
- IRL-Treasure Coast
 - CME was adopted by the TPO, they have a staff member
 - Submitted a Brownfield application for clean-up of site along the scenic highway
 - Enhancement project for Jetty Park – waiting for permits

District 5- Glenn Burns, Kristee Booth, Vicki Ogden

- Ormond Scenic Loop and Trail
 - Received National Designation and a Wayfinding & Interpretation Grant
- Green Mountain Scenic Byway
 - Working on an extension
 - Will have a table at the FL Black Bear Designation Ceremony

- Indian River Lagoon National Scenic Byway
 - Extensions approved, they will have a bus tour in the future
- Heritage Crossroads
 - November 7 – Designation Ceremony
- River of Lakes Heritage Corridor Scenic Highway
 - Had Designation Ceremony on September 26, received a Marketing Grant from the NSB

District 6- Jane Tallman, Paul Moss, Craig James

- Florida Keys
 - Received All-American Designation, will have a whistle stop tour in the future

District 7- Lori Snively, Steven Diez

- Courtney Campbell Scenic Highway
 - Annual Report done
 - Signage and plaques for the statue from the 75th anniversary celebration

Turnpike- Stephanie Workman

- Suncoast Scenic Parkway
 - Brochure done
 - Reindeer ride in December, new asphalt down on the trail

2:45 P.M. FSHP General Program Update and Information

- NSB National Nominations – Awarded Nominations
 - FL Keys – All-American (1 of 5 Nationally)
 - Big Bend – National
 - FL Black Bear – National
 - Ormond – National
 - 24 State Designated Byways, 2 Candidate, 5 National, 1 All-American
- NSB Grant Program Update – Awarded Grants
 - FSHP – DVD Series, Themed Guides, and GPS Itineraries - \$232,000
 - Ormond Scenic Loop & Trail – Wayfinding and Interpretation Assessment Plan - \$88,000
 - River of Lakes – Marketing Plan, Promotion, and Website Development - \$72,000
 - Florida Keys Interpretive Panels Grant - \$45,000
 - FL Black Bear Master Plan - \$244,000
- FL Scenic Highway Day – March 26, 2010
- Training Needs/Promo Items
 - Will be scheduling new training soon for all coordinators, and CME's
 - Just had a SHAC training with all new members that went very well
 - New promo items are currently being ordered
 - If anyone needs promo items let Clint Eliason know (cceliason@transystems.com or (407)875-8932).
- Roadside Chats
 - If anyone would like one of these, let Clint Eliason know (cceliason@transystems.com or (407)875-8932).

- 2009 FL HOG Rally – went very well, passed out a lot of info
- Next SHAC Meeting – February 10, 2010

2:55 P.M. FSHP WEBSITE UPDATE

- New Website - In process of development. If you have any suggestions please let Clint Eliason know (cceliason@transystems.com or (407)875-8932).
- New Corridor Videos – Designated corridors that were not filmed previously will be filmed in 2009, in Hi-Definition.

3:00 P.M. FINAL THOUGHTS AND CONCLUSION OF CONFERENCE CALL

The FSHP Q4 Conference call concluded at 3:00 P.M.

The next conference call will be on January 28, 2010 at 2:00 P.M.

