

FLORIDA SCENIC HIGHWAYS PROGRAM

2010 Q3 Conference Call

Meeting Notes



DATE: July 22, 2010

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 - 2010 3rd Quarter Conference Call, July 22, 2010

A Florida Scenic Highways Program conference call was held on Thursday, January 22, 2010 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- No one from District 1

- No Updates

District 2- Susie Kontul, Vicki (Friends of A1A)

- A1A Scenic & Historic Coastal Byway
 - Wayfinding and Cell Phone Tour projects are underway (both from NSB funds).
 - September 19, 2010 – There will be a Golf Outing and fundraiser along the highway, if you would like more details contact Susie Kontul, susiek@scenicala.org.
 - The Friends of A1A are doing Adopt-a-Beach and Adopt-a-Park programs along the scenic highway.
- Florida Black Bear Scenic Byway
 - Master Plan Project is ready to be advertised by FDOT. This project is funded through an NSB Grant.
 - The CME is helping with wildlife crossing research across SR 40.
 - The CME is in the process of updating their Marketing Plan and continuing fundraising efforts for the highway.

District 3- Jean Wallace, Vivian Shamel, Artie White

- Pensacola Scenic Bluffs
 - There will be a new Park & Ride Lot at the I-10 Gateway along the scenic highway. This will replace illegal 18-Wheeler parking and old trash dumpsters that are currently there.
 - The CME will develop Interpretive Signage for the gateway.

- The CME hosted a historical/area lecture series about the areas around the scenic highway, they will be putting these into their workplan to continue in the future.
- The University of West Florida History Department is developing a history tour for the highway. This is intended to be used on laptops and mobile devices while traveling the scenic highway.
- Scenic Highway 30A
 - The Friends of 30A took part in the Seaside 4th of July Celebration, which was a huge success.
 - The West Florida Regional Planning Council is developing a Transit Plan; numerous bus stop locations along the scenic highway will be included in the plan.
 - The Friends of 30A would like to develop bumper stickers as promotional items, if anyone has done anything like this before, please contact Vivian Shamel, shavivian@co.walton.fl.us.
 - The Friends of 30A have been working with the FDOT Public Works Department to reduce speed limits and sign clutter in areas along the scenic highway.
- Big Bend Scenic Byway
 - The CME is still in the process of exploring options for a Wayfinding and Interpretation Plan.
 - The CME is working on marketing the area to combat the effects of the recent oil spill.
 - The CME will be working with the FSHP to be the first group to use the Economic Impact Tool from the America's Byways Resource Center. After that, the FSHP should have a better understanding of it to help other groups use the tool in the future.

District 4- Beatriz Caicedo-Maddison

- Martin Grade
 - The CME is currently working on their Eligibility Application. The County is reviewing the document (the highway is a county road). They are hoping to submit the Eligibility Application for the October SHAC Meeting.
- Broward A1A
 - The CME is planning on submitting an application for National Designation, when the NSB announces the solicitation again in the future.
- IRL-Treasure Coast
 - The new CME is in the process of reforming the group and becoming active along the scenic highway again.

District 5- Kristee Booth

- Ormond Scenic Loop and Trail
 - The CME received a Wayfinding & Interpretation Grant in FY2009. FDOT will release a request for proposals soon.
 - The CME is helping with an enhancement trail project in the Tomoka State Park.
- Green Mountain Scenic Byway
 - The CME is working on a corridor extension, with the help of Glenn Burns (Burns Consulting).

- Indian River Lagoon National Scenic Byway
 - Wanda Maloney and Francis Kidd from Corridor Solutions will be leading a meeting with the group in August to go over sustainability and financial issues.
- Heritage Crossroads
 - No updates
- River of Lakes Heritage Corridor Scenic Highway
 - The CME received a Marketing Grant from the NSB FY 2009 Grants, and they are working on getting the funding from that to get the project started.
 - The Maytown Extension will be reviewed by the SHAC for the October meeting

District 6- Paul Moss

- Florida Keys
 - The Corridor Alliance and District 6 are working with FDOT Central Office on signage issues, having to do with the fact that the Florida Keys Scenic Highway is the first All-American Road in the state.
 - The Heritage Trail (which is a 10ft wide trail along the scenic highway) is currently under construction.

District 7- Lori Snively

- Courtney Campbell Scenic Highway
 - The CME is working on their 5-YR CMP Update for submittal this year
 - There will be a new Multi-use Trail along the highway, with the 1st section scheduled for construction in 2012. The contractors are currently doing the pre-construction studies on the trail.
 - UPASS, the utility corridor in which a portion of the Courtney Campbell Scenic Highway is located, will now connect to the Courtney Campbell Causeway and adjacent beaches.
 - The CME is applying for FDOT Transportation Enhancement Funds to complete landscaping, land acquisition, and bridge enhancements along the corridor.

Turnpike- Stephanie Workman

- Suncoast Scenic Parkway
 - The CME is currently developing a 911 alert system along the Suncoast Trail, that will supply detailed information every 200ft. It will be developed like the Upper Tampa Bay Trail in Hillsborough County. The group is looking at private resources and donors to complete funding for the project.

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

- NSB Grant Program Update
 - Approved Grant Funding from 2009 can be allocated to projects that are “ready-to-go.”
 - The NSB should announce FY2010 Grant results around the end of August.
- Training
 - Lunch on the Byway is a six part Training Series that the FSHP will be hosting. The first one is on Tuesday, August 10 from 12pm-1pm. If anyone would like to join, contact Jeannie Hunt at jmhunt@transystems.com .

- If the trainings/webinars are successful, we would like to have more in the future, and would like ideas from everyone.
- We are developing a “Pilot Program” with Big Bend to use the Economic Impact Tool from the NSB. The Economic Impact Tool will be presented by Wayne Gannaway from the America’s Byways Resource Center at the January Lunch on the Byway Webinar.
- The FSHP will be hosting DSHC Training. The deadline to get us something was July 9, and we received ideas from very few people. Please send us some ideas as soon as possible.
- Promo Items
 - If anyone needs any promotional items, please let Clint know, (cceliason@transystems.com or (407)875-8932).
 - Embroidery Solutions has developed a client webstore for the FSHP, which is now up and running. Go to www.embroiderysolutions.net and click on Client Webstores at the top; then on the next page click on the drop down menu and navigate to Florida Scenic Highway. This will take you into our webstore.
- 2010 FL HOG Rally
 - The 2010 FL HOG Rally will be held in Destin from October 20-23, 2010. Go to www.flstatehogrally.com for more information.
- October SHAC Meeting
 - The next SHAC meeting will be on October 13, 2010 at 1:30pm, at the Burns Building in Tallahassee.
- 2010 FSHP Conference
 - The next FSHP Conference will be in St. Augustine, FL. Mariano is still resolving “approvals” required from top management to have the conference. We are trying to provide funds for district coordinators to attend. Because of this, it may need to be moved back again to the Spring of 2011.
 - Mariano has received emails from groups about how important the conference is to them.
- Growing FSHP Partnerships
 - Florida Wildflower Association – We have seed packets we can send to anyone that would like them. We have developed some text about the program to add to their website along with our web address.
 - Florida Native Plant Society – We are in the process of developing a partnership with them. We may sponsor at conferences and cross market on websites.
- VISIT FLORIDA
 - Due to cutbacks, the FSHP is not going to pay for individual highway web listings anymore. We will still maintain a partnership for the overall FSHP.
 - The individual highway webpages will be downgraded to the free listings, which should not change their appearance much.
- NSB Website Update
 - Please check your highways on the NSB pages and make sure nothing needs updating.

2:55 P.M. FSHP WEBSITE UPDATE

- New Tourist Website
 - Please go through and add Stories, Pictures, etc. We are going to start sending out prizes for the best story and pictures every month. If you have any suggestions or comments/revisions please contact Clint Eliason (ccliason@transystems.com or (407)875-8932).
- New Program Website
 - This is still in draft mode, we are working out bugs and filling in more content. For those that would like to go review it, the address is www.floridascenichighways.com/program - please get any comments back to us by September 1, 2010, contact Clint Eliason at ccliason@transystems.com or (407)875-8932.

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

The FSHP Q3 Conference call concluded at 3:00 P.M.

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

