

FLORIDA SCENIC HIGHWAYS PROGRAM

2010 Q4 Conference Call

Meeting Notes



DATE: October 28, 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 4th Quarter Conference Call, October 28, 2010

A Florida Scenic Highways Program conference call was held on Thursday, October 28, 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- Bob Herrington, Stan Frank

- Tamiami Trail – Windows to the Gulf Coast Waters
 - Their next CME meeting is the week of 11/1/10.
 - There have been many enhancements along the corridor lately.
 - The Environmental Protection Agency (EPA) has provided a \$1 million coalition grant to fund property redevelopment along the corridor. The redevelopment plans are consistent with the goals and objectives outlined in the CMP.
- Bradenton Beach
 - The CME Chair has been changed from a city representative to a volunteer within the CME. The city is no longer funding positions associated with the scenic highway; therefore the CME is truly a citizen's grassroots effort now.
 - The CME has been developing new gateways along the corridor, and dealing with parking issues along the corridor.
 - The CME has finished and submitted their Annual Report.
- Lemon Bay/Myakka Trail
 - The CME has been working on roadside improvements and general clean-ups along the corridor.
 - The CME took possession of a county park and they have been taking care of it by doing general upkeep.
- Palma Sola
 - The CME has been doing landscaping projects and redeveloping boat ramps and fishing piers.

- The CME is also putting together an extension application that will connect them with the Bradenton Beach Scenic Highway.

District 2- No Attendees (Updates provided by Debrah Miller and Kathleen Pagan before the call)

- A1A Scenic & Historic Coastal Byway
 - Wayfinding and Cell Phone Tour projects are being implemented currently (both from NSB funds).
 - The Friends of A1A held a very successful First Annual Golf Tournament on September 19, 2010.
 - The 2nd Annual Super Scenic Garage sale is being held along the corridor on November 13, 2010.
- Florida Black Bear Scenic Byway
 - Master Plan Project RFQ is open and the deadline for responses is December 3, 2010. This project is funded through an NSB Grant.
 - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
 - There is an event called Cyclo Cross planned for January 23, 2011 along the corridor.
 - The CME is developing a PowerPoint presentation that is in the final stages. This will be used for presentations to the general public about the byway.
- J.C. Penney Memorial Scenic Highway
 - The CME has filed their incorporation paperwork and their 501(c)3 application for non-profit status.
 - The FSHP Signs are currently being installed along the corridor.
 - The highway's official designation celebration is planned for February 25, 2011.
- Old Florida Heritage Highway
 - The CME is ready to submit articles for incorporation and is working on their 501(c)3 application.
 - The CME is developing a new membership brochure to send out to potential members.
 - With grants from Visit Florida and partnering with City of Gainesville, Parks Recreation and Cultural Affairs have implemented a very successful cell phone tour.
 - The Micanopy Fall Harvest Festival was on October 30-31, 2010.
 - Sandhill Crane Migration can be seen along the corridor from Thanksgiving-Presidents Day.
 - The Paynes Prairie Preserve State Park will be holding the "Walk thru Time" event on December 3 and 4, 2010.
 - The Marjorie Kinnan Rawlings Historic State Park will have its holiday party on December 12, 2010 and citrus picking on December 19, 2010.
 - There is a Bike Florida Event planned along the corridor on March 3, 2011, go to www.bikeflorida.org
 - Doc Hollywood Days will be in Micanopy on April 1 and 2, 2010.
- William Bartram Scenic & Historic Highway
 - The First Coast Chapter of the American Planning Association has awarded the William Bartram Master Plan with the "Outstanding Master Plan Award," to be officially awarded on November 19, 2010.
 - The CME will be celebrating "Old Settler Days" along the corridor on November 6, 2010.

District 3- Jean Wallace, Vivian Shamel

- Pensacola Scenic Bluffs
 - Members of the CME participated in the HOG Rally in Destin, the week of October 18, 2010. They passed out literature and talked to people about scenic highways.
 - The CME had their Annual Meeting the week of October 18, and they have finished and submitted their Annual Report.
 - There is a gateway at I-10 that is being developed by FDOT; this is getting close to being finished.
 - The Gaberrone Swamp along the corridor is currently being corrected and redone, in order to have better drainage.
- Scenic Highway 30A
 - The Friends of 30A participated in the Santa Rosa Beach Centennial and the FL HOG Rally (with Pensacola). They gave away promotional items and literature.
 - The Friends of 30A have been developing some potential stormwater improvements, and the implementation of sidewalks and bike paths – this will be submitted for grant funding consideration.
 - The Friends of 30A have developed stickers as promotional items and are distributing them along the corridor.
 - The CME is submitting a grant for transit along 30A that will shuttle people on the weekends.
 - The CME has been working with the county on their Comprehensive Plan Update to ensure there is guaranteed support and preservation along the corridor.
- Big Bend Scenic Byway
 - No Update

District 4- John-Mark Palacios

- Martin Grade
 - The CME submitted an Eligibility Application at the October SHAC meeting, which was approved. The CME will now move forward with the designation process.
- Broward A1A
 - There is a road improvement project that will lower the laneage from 6 to 4 and create a bike lane along the corridor.

District 5- Garry Balogh

- Ormond Scenic Loop and Trail
 - The CME received a Wayfinding & Interpretation Grant in FY2009. FDOT has chosen a consultant for this project.
- Green Mountain Scenic Byway
 - The CME submitted a corridor extension application at the October SHAC meeting, with the help of Glenn Burns (Burns Consulting). The extension application was approved and will be added to the existing corridor.
- Indian River Lagoon National Scenic Byway
 - Wanda Maloney (Corridor Solutions) helped the CME by providing contact with a known wildlife representative from Atlanta. The representative has been helping the CME with wildlife issues along the corridor.
- Heritage Crossroads

- They are in the process of developing a new visitor center along the corridor.
- River of Lakes Heritage Corridor Scenic Highway
 - The Maytown Extension was reviewed by the SHAC at the October meeting and was approved. The extension will be added to the existing corridor.
- Scenic Sumter Heritage Byway
 - This is a new highway which had a Letter of Intent for review by the SHAC at the October Meeting. They have been allowed to proceed with eligibility.
- Halifax Heritage Byway
 - This is a new byway that is currently working towards eligibility.

District 6- Paul Moss

- Florida Keys
 - The RFP for an NSB Grant funded Interpretive Panels Project is going to be advertised at the end of the week of November 1.
 - The CME is working with FDEP to put Scenic Highway materials in the kiosks on the Scenic Highway & Overseas Heritage Trail bike/ped path.
 - The RFP for design for the Wayfinding Signage Project is also going to be advertised in the coming weeks.
 - The CME is cataloging all of the signs on US 1 in preparation for the Wayfinding Signage Project.
 - Other projects that are in progress in the corridor include the Key Largo Visitor Center, Key West Botanical Gardens Trailhead and Visitor Center, and the Higgs Beach Visitor Center (all in the design phase), and the Key Deer Refuge Transportation Planning Study is underway toward the development of their Visitor Center on US1.

District 7- None

- Courtney Campbell Scenic Highway
 - No update.

Turnpike- None

- Suncoast Scenic Parkway
 - No update.

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.”
- FY2010 Grants Update – There has been nothing announced yet.

Training

- Lunch on the Byway is a 6 Part Training Series. We are half way through, and have 3 left. Corridor Hospitality is on Nov. 9 with Sally Pierce (former CO State Coordinator), followed by Video/Photography & Byway Marketing in December, and the NSB Economic Impact Tool in January. If anyone would like to join, contact Clint Eliason at cceliason@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, which will also be presented by Wayne Gannaway from the America’s Byways Resource Center at the January Webinar.
- DSHC Training will be in January. We need more ideas on what the district coordinators would like information on, the deadline to get us something was July 9 and we have received ideas from 1 person.

Promo Item Needs

- If anyone needs anything, please let Clint know.
- The Embroidery Solutions client webstore is up and running. Just 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 then take you into our webstore.

SHAC Meetings

- The previous one was on October 13, 2010 and there was one LOI, one Eligibility Application, and two Extension Applications which were approved.
- Next year’s SHAC Dates will be on February 9, June 8, and October 12, 2011. These are usually held on the second Wednesday every 4 months, so this will stay the same.

Conference Calls 2011

- Next year’s conference call dates will be on January 27, April 28, July 28, October 27, 2011.

2010 FSHP Conference

- The next conference will be in St. Augustine in June 2011. Look for more information soon.

2010 Florida HOG Rally in Destin

- Previous weekend, it went very well. Look in the “News” section of the Tourist website for more information.

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 also, at conferences and on websites.

Annual Reports

- These were due November 1st, and an electronic or hard copy should have been sent to Clint.

NBS Website Update

- Please check your highways on the NSB pages, and make sure nothing needs updated.

FSHP Website Update

- New Tourist Website – please go through and add Stories, Pictures, etc. – We need stories from the byway! We are going to start sending out prizes for the best story and pictures every month.

- New Program Website – Up and running, the address is www.floridascenichighways.com/program - please let Clint know if you would like to add CME Meetings, etc. to the site or if you have any changes

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 27, 2011 at 2:00 P.M.

