

FLORIDA SCENIC HIGHWAYS PROGRAM

2011 Q1 Conference Call

Meeting Notes



DATE: January 27, 2011

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 - 2011 1st Quarter Conference Call, January 27, 2011

The Florida Scenic Highways Program Q1 Conference Call was held on Thursday, January 27, 2011 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 attendees, updates from DSHC Call on 01/06/11

- Tamiami Trail – Windows to the Gulf Coast Waters
 - The Sarasota Local Regional Transportation Plan has planned improvements to SR 41 along the corridor.
- Bradenton Beach
 - The CME has been developing new gateways along the corridor, and dealing with parking issues.
 - The city has been adding sidewalks along the corridor.
- 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 is writing an extension application that will extend the highway into Holmes Beach. This will be submitted for the June SHAC Meeting.

District 2- Debrah Miller, Vickie Renna, Kathleen Pagan, Friends of A1A

- A1A Scenic & Historic Coastal Byway
 - Wayfinding, Polk Road Scenic Overlook, and Cell Phone Tour projects are being implemented currently (all three projects are financed from NSB funds).
 - The Windswept Motel Project contract has been signed and the project is underway. The project is for the renovation and preservation of a historic 1950 tourist motor court located next to the byway.

- The Friends of A1A have been working with St. Johns County to restore the crosswalks in the Guana Preserve.
- Beverly Beach (once known as Billboard Beach) just took down the last billboard located along the scenic highway.
- Florida Black Bear Scenic Byway
 - Master Plan Project RFQ was opened and the deadline for responses was December 3, 2010. They are currently going through applications. This project is funded through an NSB Grant.
 - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
 - The CME has finished developing a PowerPoint presentation that 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.
 - 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, 2011.
- William Bartram Scenic & Historic Highway
 - The CME has received their 501(c)3 designation.
 - Annual Bartram Bash is scheduled for April 17, 2011.
 - The CME has finished developing a Corridor Master Plan and the Oral Histories Project along the corridor.
 - The CME is in the process of developing an Overlay District RFP for along the scenic highway. The purpose of this Overlay District will be to provide additional protective measures for the highway and its resources.

District 3- Vivian Shamel, Erin Emmons (on behalf of Artie White), Kristee Booth

- Pensacola Scenic Bluffs
 - They have a new president of the CME, Karen Thompson.
 - There is a gateway where the scenic highway intersects with I-10 that is being developed by FDOT. The project is close to being finished.
 - The Gaberrone Swamp along the corridor is currently being improved and redone in order to have better drainage.
- Scenic Highway 30A
 - The Friends of 30A have been developing a Rare Lakes Improvement project for the coastal dune lakes along the corridor.
 - The Friends of 30A have been working with the local Chambers of Commerce for partnership opportunities.
 - The Friends of 30A have began an "Adopt a County Road Program/Project" along the scenic highway.

- The Friends of 30A have been developing potential stormwater improvements, and the implementation of sidewalks and bike paths. This will be submitted for grant funding consideration.
- The CME is submitting a grant for a transit project along 30A that will shuttle people visiting the highway and the resources 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
 - The CME is currently exploring other grant opportunities; working on their 501(c)3 application; and implementing their Wayfinding and Interpretation Plan.

District 4- Gladys Leeks, Members of the Broward MPO

- 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
 - The CME is moving forward with implementation and updating their Goals, Objectives, and Strategies.
 - The CME is developing a bike sharing program with the A1A Coastal Cities.
 - The CME is developing a new marketing brochure for use along the scenic highway.

District 5- Garry Balogh, Mike Palozzi, Bob Finck

- Ormond Scenic Loop and Trail
 - The CME received a Wayfinding & Interpretation Grant in FY2009. FDOT has chosen a consultant for this project and it is underway.
- 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 (pending FDOT Secretary signature).
- Indian River Lagoon National Scenic Byway
 - The CME is in the process of completing their 5-YR CMP Update.
 - The CME has a consultant working on designing/developing a new marketing brochure.
- Heritage Crossroads
 - They are in the process of developing a new visitor center in the Florida Agriculture Museum along the corridor.
- River of Lakes Heritage Corridor Scenic Highway
 - The Maytown Extension Application was reviewed by the SHAC at the October meeting and was approved. The extension will be added to the existing corridor (pending FDOT Secretary signature).
 - The CME has been working with students from the University of Florida on potential marketing plans. Six marketing plans have been received from this collaboration.
- 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.

- They recently held a Heritage Workshop with local historians. The information from the workshop will be added to the Eligibility Application.
- Halifax Heritage Byway
 - This is a new byway that is currently working towards eligibility.
- General News – District 5 has developed an Accreditation and Best Practices Program that will be introduced on February 22, 2011 from 9:30am-12pm at the Volusia County Courthouse in DeLand.

District 6- Jane Tallman

- Florida Keys
 - The CME is working with FDEP to put Scenic Highway materials in the kiosks on the Scenic Highway & Overseas Heritage Trail bike/pedestrian path.
 - The CME is cataloging all of the signs on US 1 in preparation for the Wayfinding Signage Project. The project will seek to reduce sign clutter along the scenic highway by determining which signs are not needed.
 - 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). The Key Deer Refuge Transportation Planning Study is underway. This will ultimately result in the development of the Refuge’s Visitor Center on US1.
 - The Annual Group Meeting will be on March 10 from 11am-2pm.

District 7- No attendees, updates from DSHC Call on 01/06/11

- Courtney Campbell Scenic Highway
 - The 5-Year CMP Update has been completed and submitted to the SHAC for review and comment.
 - They have received a grant to finish the multi-use path along the south side of the causeway. This should be completed by 2016.
 - They are working on a grant for marketing, since the Clearwater Visitor Center closed last year.

Turnpike- Stephanie Workman, Steven Diez

- Suncoast Scenic Parkway
 - They have been developing a trail map, complete with amenities and mile posts along the corridor. This map will be used for marketing purposes.
 - The CME is looking for alternative funding sources to fund the 911 Project along the Suncoast Trail, which was originally done in Pinellas County. The Suncoast Trail is located next to the designated scenic corridor. 911 alert stations will be installed along the trail.

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

NSB Grant Update

- The approved Grant Funding from FY2009 projects can be allocated to projects that are “ready-to-go.”
- To date, there has been nothing announced about the FY2010 grants.
- FY2011 Grants Update – “Soft-matching” Grants – The Program received feedback from FHWA on continued concerns about the lack of sustainability among Florida’s

designation byways, causing the SHAC to limit the number of grants last year. Recent changes to State policies will now allow byway groups to utilize “soft match” funds for scenic byway grants. In a recent call with Cindi Ptak, it was conveyed to FSHP Staff that groups who use “soft-matching” would be viewed as not operating in a sustainable manner and therefore FHWA would be likely to rank any grants using “soft match” monies as the lowest priority grants. In FHWA’s perspective, it is the byway groups responsibility to come up with a match, and cash matches show the greatest sustainability. This discussion will bring about new rules for the upcoming grant solicitation, as the program will need to discourage CMEs from attempting to use “soft match” funds. A copy of the MEMO can be found in the Resources section on the Program website.

Training

- The six part Lunch on the Byway webinar series has concluded.
- If the trainings/webinars were successful and we would like to have more in the future. Ideas for future webinars from the FSHP Community are welcome.
- We are developing a “Pilot Program” with Big Bend to use the Economic Impact Tool from the NSB, which was also presented by Wayne Gannaway from the America’s Byways Resource Center at the January Webinar.

Promo Item Needs

- Additional water bottles and beach balls were ordered and are now available to those who are interested. If anyone needs promotional items for upcoming events, please email your request to Clint at cceliason@transystems.com

SHAC Meetings

- This year’s SHAC Meeting Dates will be February 9, June 15, and October 12, 2011.
- The June 15 date was originally scheduled for June 8, but was moved back one week because of the statewide workshop.

Conference Calls 2011

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

2011 FSHP Statewide Workshop

- The 2011 FSHP Statewide Workshop is scheduled for June 8-10, 2011 in St. Augustine. Lodging will be at the Hilton Historic Bayfront, while sessions will be at The White Room on Thursday, June 9 and at The Hilton Historic Bayfront on Friday, June 10.
- Agenda and times – A draft agenda will be sent to DSHCs for use with their travel requests. We will also put together a mission critical statement and get the specifics on how much money was set aside for DSHC to use for travel.
- Speakers Needed (Keynote Suggestions) – We have invited Cindi Ptak (FHWA) and we will extend an invitation to Congressman Mica (New Chairman of the Transportation Committee)
- Session Topics – We will be sending out a packet containing a call for speakers, exhibitors, and sponsors soon. Several speakers have already been identified/scheduled.

Growing FSHP Partnerships

- Florida Wildflower Association – We have seed packets we can send to anyone that would like them. We have developed text about the program and added to their website with our website address.
- The FSHP is a partner with VISIT FLORIDA; however, membership for each individual CME was not renewed due to cost. Each highway still has its own webpage on the VISIT FLORIDA site (under the Program's partnership), so please go there and make sure the information is correct.

NBS Website Update

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

FSHP Website Update

- New Tourist Website – Best story from the road – Dave Cannon, Florida Keys Scenic Highway; Best picture(s) – Manny Chavez, Scenic Highway 30A – Both of them will receive special prizes from the FSHP.
 - Please continue to add stories and pictures, as more prizes will be given out for the best ones. Make sure all information for your highway is correct.
- New Program Website – any grants information, webinars. etc. has been posted on the program website in the resources section.

3:30 P.M. FINAL THOUGHTS AND CONCLUSION OF CONFERENCE CALL

The FSHP Q1 Conference call concluded at 3:30 P.M.

The next conference call will be on April 28, 2011 at 2:00 P.M.

