

# FLORIDA SCENIC HIGHWAYS PROGRAM

## 2011 Q2 Conference Call

### Meeting Notes



---

**DATE:** April 28, 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 2<sup>nd</sup> Quarter Conference Call, April 28, 2011

---

The Florida Scenic Highways Program Q2 Conference Call was held on Thursday, April 28, 2011 from 2:00-3:30 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

- Tamiami Trail – Windows to the Gulf Coast Waters
  - The Sarasota Local Regional Transportation Plan has planned improvements to SR 41 along the corridor.
  - The Sarasota-Manatee MPO is funding multimodal improvements along the corridor.
- Bradenton Beach
  - The CME has been developing new gateways and dealing with parking issues.
  - The city has been adding sidewalks along the corridor.
  - The CME is restructuring at the moment and has a new chairperson.
- Lemon Bay/Myakka Trail
  - The CME has been working on roadside improvements and general clean-ups.
  - 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 finished an extension application that will extend the highway into Holmes Beach. This will be submitted for the June SHAC Meeting.

##### District 2- Kathleen Pagan

- Old Florida Heritage Highway
  - There was a public workshop held with the Department of Environmental Protection (DEP) and the Friends of Paynes Prairies to educate the public about the new Paynes Prairie Visitor Center, which is in the initial stages.
  - The CME has been incorporated and is working on their 501(c)(3) application.

- The CME has implemented the new “Dial and Discover” audio tour, along with a new brochure for potential members.
- The Evinston Paint Out event was recently held and went well.
- Doc Hollywood Days was held in Micanopy on April 1 and 2, 2011 and went very well.
- There are two new Farmer’s Markets: one is monthly on the first Saturday and the other is weekly on Sunday afternoons. The times and locations will be posted on the FSHP Website Calendar.
- A1A Scenic & Historic Coastal Byway
  - The Polk Road Scenic Overlook and the Windswept Motel Project (renovation and preservation of 1950 motor court) are being implemented currently (both projects are financed from NSB funds).
  - The Cell Phone Tour along the scenic highway is in place and the markers have been erected.
  - The Wayfinding and Interpretation Project is continuing – maintenance agreements for signage are being pursued with multiple municipalities.
  - The 2<sup>nd</sup> Annual Environmental Education fair is being held on May 20<sup>th</sup> and 21<sup>st</sup> – look for details on the FSHP Tourist Website Calendar.
- Florida Black Bear Scenic Byway
  - A consultant for the Master Plan Project has been chosen and the project is underway.
  - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
  - The CME participated in the Leesburg Bikefest in early April where they passed out maps and information to hundreds of attendees.
  - The CycloCross event that was recently held was very successful.
- J.C. Penney Memorial Scenic Highway
  - The CME has been incorporated and their 501(c)(3) application for non-profit status was approved.
  - The highway’s official designation celebration was held February 25, 2011 and over 300 people attended the event.
  - The CME, with the help of a consultant, is finalizing a new corridor brochure.
- William Bartram Scenic & Historic Highway
  - Annual Bartram Bash was held on April 17, 2011 and was a great success.
  - The CME has finalizing the Oral Histories Project. This is called “Up from the Roots: Remembering Rural St. Johns”
  - The CME is continuing to develop a viewshed analysis of the scenic areas along the corridor.
  - The Old Settlers Day annual event is planned for late October.

District 3- Jean Wallace, Vivian Shamel

- Pensacola Scenic Bluffs
  - They CME has arranged for a small group of Masters Candidates to come down from the University of Michigan to do landscape design, environmental surveys, a written conservation plan, and an educational website about ecological areas of the Pensacola Scenic Bluffs.
  - The CME will be instituting a series of history themed lectures about the corridor and surrounding areas.

- Scenic Highway 30A
  - The CME (Friends of 30A) is going through some restructuring and have a new chair and will have new board members.
  - The Coastal Dune Lakes along the corridor were closed during the Oil Spill last year and have just been renewed and restored.
  - The Board of County Commissioners (BCC) has approved the Friends of 30A to apply for a \$1 million grant for a new pedestrian bridge at Western Lake along the corridor (project in CMP Action Plan).
  - The Friends of 30A is in the process of helping to acquire right-of-way for a roundabout along Scenic 30A in Seaside that will help reduce congestion in the area (project in CMP Action Plan); they are in the process of developing a mobile text website plan to help send out information about the corridor; they were recently part of an Earthday Event that was a big success; they have been developing Coastal Dune Lakes educational signage for the coastal dune lakes along the corridor and the proposal is going before the BCC soon.
- 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- John-Mark Palacios, Gladys Leeks

- Martin Grade
  - The CME has started to move forward with the designation process, after eligibility was approved in October 2010.
- Broward A1A
  - The CME is holding a Scenic Highway Day & Municipal Community Redevelopment Agency Roundtable & Expo on May 19. Look for more details on the FSHP Tourist Website Calendar.

District 5- Garry Balogh, Mike Palozzi

- 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 participated in the Leesburg Bikefest in early April where they passed out maps and information to hundreds of attendees.
- 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.
  - The CME is holding their Annual Corridor bus tour in early May (this is instead of their regular CME Meeting).
- Heritage Crossroads
  - They are in the process of developing a new visitor center in the Florida Agriculture Museum.
- River of Lakes Heritage Corridor Scenic Highway
  - 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.
  - The CAG participated in the Leesburg Bikefest in early April where they passed out maps and information to hundreds of attendees.
- 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 was introduced on February 22, 2011 at the Volusia County Courthouse in DeLand. The program is moving forward with implementation for the D5 Scenic Highways.

District 6- Paul Moss, 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 completed 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 and Grant Writing Expo were held in early March. Over 60 people attended and 20 new members signed up to be partners.
  - The 1<sup>st</sup> Annual All-American Road Classic Cruisers show was recently held during the Islamorada Island Fest and was very successful.

District 7- Lori Snively

- Courtney Campbell Scenic Highway
  - The 5-Year CMP Update was completed and the CME is working on comments received from the SHAC
  - The CME is conducting public outreach with businesses on both ends of the corridor to try to sign up new members.
  - The CME is putting together an event to recognize volunteers that help along the corridor. They are currently getting co-sponsors for this event.
  - The CME is working with hotels, businesses, and chambers of commerce to show the video on Courtney Campbell on their websites.
  - The CME is helping to incorporate public thoughts/ideas into design and construction of the new Multi-Use Trails along the corridor. They received some opposition at the public workshop, but the Sierra Club is completely behind the projects.

Turnpike- Stephanie Workman

- Suncoast Scenic Parkway
  - The CME has been working on their 5-YR CMP Update, which is due this year.
  - The CME have been developing a trail map, complete with amenities and mile posts. This map will be used for marketing purposes.

- The CME has began helping implement 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

- FY2010 Grant Awards have been announced, congrats to those that were funded: the A1A Scenic & Historic Coastal Byway, Flagler County Greenway Enhancement (\$560,000); the Big Bend Scenic Byway: Interpretive & Wayshowing Plan Implementation Phase 1 (\$74,315); and the Indian River Lagoon: Scenic Non-Motorized Trail, Phase 2 (\$150,000)
- FY2011 Grants Update – Solicitation should be announced on May 6. There will be an even shorter timeframe than in previous years. Start your grants now! Last year everyone had roughly 30 days for submittal and we will still need to build in SHAC review time. We will maximize your submittal time and the SHAC review time and will send out a schedule as soon as the official solicitation is announced, but it will be shorter.

### Training

- The six part Lunch on the Byway webinar series has concluded.
- 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.
- The time for the DSHC Meeting in St. Augustine at the FSHP Workshop will be moved up slightly. It will be on Wednesday, June 8 from 4:30-6:30pm.

### Promo Item Needs

- We will be re-ordering promotional items soon. We have to save the remaining items for the FSHP Workshop in June.

### SHAC Meetings

- This year's remaining SHAC Meeting Dates will be 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 remaining conference call dates will be on July 28 and 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 – Everyone should have received an agenda via email. Agendas can also be downloaded from the Florida Scenic Highways Program Website: <http://www.floridascenichighways.com/program/events-calendar/fshp-workshop/>
- Online registration is also available at the above web address. Registrations done this way will be sent to Clint Eliason electronically, but you will still need to send payment separately. Register now, before May 16 or the price goes up!

### 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

- Tourist Website – 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.
- 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 Q2 Conference call concluded at 3:30 P.M.

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

