

FLORIDA SCENIC HIGHWAYS PROGRAM

2011 Q3 Conference Call

Meeting Notes



DATE: July 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 3rd Quarter Conference Call, July 28, 2011

The Florida Scenic Highways Program Q3 Conference Call was held on Thursday, July 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- Mimi Reid-Hardman

- The Ridge
 - The corridor was recently designated as Greenways and Trails.
 - The Trailhead Center, which is near Lake Wales, has received help from volunteers to help operate it. There will be a new historic marker placed in front of the center, along the corridor.
 - The corridor wide yard sale, which is 39 miles along the corridor from Frostproof to Haines City, will be held on November 6.
 - There will be a Triathlon along the corridor, in conjunction with Weber College, at the end of August.
 - Pioneer Days along the corridor will be held on the last weekend in October.
- 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 October SHAC Meeting.

District 2- Vickie Renna

- William Bartram Scenic & Historic Highway
 - The CME is continuing to develop a viewshed analysis of the scenic areas along the corridor.
 - The CME has developed new membership brochures.
 - The CME is working with the Friends of A1A to finish the Pope Road pull-out and on wayfinding for the Windswept Motel Project.
 - The CME is working on improvements to the Northern Gateway Sign and Pier Park.
 - The Old Settlers Day annual event is planned for October 15.
- Old Florida Heritage Highway
 - 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.
 - 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 Wayfinding and Interpretation Project is continuing – maintenance agreements for signage are being pursued with multiple municipalities.
- Florida Black Bear Scenic Byway
 - A consultant for the Master Plan Project has been chosen and the project is underway. They recently had two separate meetings involving the Master Plan.
 - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
- J.C. Penney Memorial Scenic Highway
 - The CME has been incorporated and their 501(c)(3) application for non-profit status was approved.
 - The CME, with the help of a consultant, is finalizing a new corridor brochure.

District 3- Jean Wallace, Artie White

- Pensacola Scenic Bluffs
 - The CME is still working on getting the “Old Chimney” nominated to the National Historic Register.
 - The CME received a grant from the Florida Fish & Wildlife Foundation to plant native species on the bluffs to combat erosion.
 - The Scenic Foundation and the City of Pensacola Bluffs are having a joint public meeting to inform about invasive species and clear-cutting. This will be on August 6 from 9:30am-11:30am.
- 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 CME is in the process of revising their Action Plan, as a way to re-energize the group.
- 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.
 - The CME is updating and converting their Tourism Guide to an electronic version. They are also updating maps and other important documents.

District 4- Gladys Leeks, Priscilla (Broward A1A)

- Martin Grade
 - The CME has started to move forward with the designation process, after eligibility was approved in October 2010.
- Broward A1A
 - The CME held a Scenic Highway Day & Municipal Community Redevelopment Agency Roundtable & Expo on May 19. They will work on having consistent signage throughout the nine municipalities along the corridor.
 - Hollywood Beach recently became the first fully ADA accessible beach in the state of Florida. With the use of “Mobi Mats” for wheelchairs, they are trying to get other beaches involved.
 - The CME will have a water taxi tour in October, from Ft. Lauderdale to Hollywood.

District 5- Mike Palozzi

- Ormond Scenic Loop and Trail
 - The CME received a Wayfinding & Interpretation Grant in FY2009. The CME and their consultants are currently working on this.
- Green Mountain Scenic Byway
 - No updates.
- 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 has created a sustainability committee to develop a plan of action for the communities and economy around the Kennedy Space Center.
- Heritage Crossroads
 - They are in the process of developing a new visitor center in the Florida Agriculture Museum.
 - The CME recently received the Level 1 Accreditation status in the D5 Accreditation program.
- 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 byway that is currently working towards eligibility.
- Halifax Heritage Byway
 - This is a new byway that is currently working towards eligibility.

District 6- Paul Moss

- 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. Monroe County is updating their sign ordinance in conjunction with this project.

District 7- Lori Snively

- Courtney Campbell Scenic Highway
 - The CME and FDOT are continuing design and construction of the new Multi-Use Trails along the corridor. They are working on getting signage issues resolved.
 - The CME has started on their Annual Report, and happenings along the corridor.

Turnpike- Stephanie Workman

- Suncoast Scenic Parkway
 - The CME has submitted their 5-YR CMP Update.
 - 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 begun 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.
 - The CME is working on connecting the upper Hillsborough County Trail with the Suncoast Trail.

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

NSB Program Update

- Pertaining to the email that was sent to everyone on July 28, 2011, the National Scenic Byway Foundation would like everyone's help in making sure the National Scenic Byways Program is part of a new transportation bill. Writing letters or getting representatives involved are ways to help.

NSB Grant Update

- FY2011 Grants Update – The NSB hopes to announce the awards in September or October, but there is not a set date.

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.

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 Date will be and October 12, 2011.

Conference Calls 2011

- This year's remaining conference call date will be on October 27, 2011.

2011 FSHP Statewide Workshop

- The 2011 FSHP Workshop was a rousing success! All materials, including workshop proceedings and presentations are located on the Program Website here: <http://www.floridascenichighways.com/program/meeting/>

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.
- FSHP Library – We are pleased to announce that this page has been added to the Program Website, in the Resources section. The address is: <http://www.floridascenichighways.com/program/resources/fshp-library/> and all CMPs, 5-YR CMP Updates, Grants, SHAC Meeting Minutes, DSHC Meeting Minutes, and Quarterly Conference Call Minutes are located on the page.

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

The FSHP Q3 Conference call concluded at 3:30 P.M.

The next conference call will be on October 27, 2011 at 2:00 P.M.

