

# FLORIDA SCENIC HIGHWAYS PROGRAM

## 2011 Q4 Conference Call

### Meeting Notes

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**DATE:** October 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 4<sup>th</sup> Quarter Conference Call, October 27, 2011

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The Florida Scenic Highways Program Q4 Conference Call was held on Thursday, October 27, 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- No One – No Updates, recent news items listed

- The Ridge
  - The corridor wide yard sale, which is 39 miles from Frostproof to Haines City, will be held on November 6.
- Tamiami Trail – Windows to the Gulf Coast Waters
  - The Sarasota Local Regional Transportation Plan has planned improvements to SR 41.
  - The Sarasota-Manatee MPO is funding multimodal improvements.
- Bradenton Beach
  - The CME has been developing new gateways and is dealing with parking issues.
- Lemon Bay/Myakka Trail
  - The CME took possession of a county park and are maintaining it by doing general upkeep.
- Palma Sola
  - No Updates

District 2- Debrah Miller, Vickie Renna, Kathleen Pagan

- William Bartram Scenic & Historic Highway
  - The CME finalized the Oral Histories Project and had a party on October 15 to celebrate the completion. They watched the historical timeline video and sold every copy available.
  - The CME is continuing to develop a viewshed analysis of the scenic areas along the corridor.
  - The Old Settlers Day annual event was held on October 16.

- 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.
  - The Micanopy Fall Fest was held on October 29 and 30.
  - Work is beginning on Phase 3 (Construction) of the Paynes Prairie Visitor Center, which was funded by a National Scenic Byways Grant.
- A1A Scenic & Historic Coastal Byway
  - Construction has begun on the Pier Park Kiosk – the structure is up and will soon be followed by the sign. The Northern Gateway sign will be up in December.
  - 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.
  - There is a corridor-wide garage sale on November 19.
- Florida Black Bear Scenic Byway
  - The Corridor Master Plan is continuing and will be finished on February 25, 2012.
  - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
- J.C. Penney Memorial Scenic Highway
  - The CME recently completed a tree inventory along the corridor and planted new trees along Palm Drive.
  - The CME recently had an Antique Appraisal Event, which raised \$1,500 for the corridor.
  - The CME, with the help of a consultant, is finalizing a new corridor brochure. The consultant is also helping the CME update their website.

#### District 3- Jean Wallace

- Pensacola Scenic Bluffs
  - The corridor has a new and updated website that was just finished – [www.pensacolascenicbluffs.org](http://www.pensacolascenicbluffs.org)
  - Three Masters Students from the University of Michigan recently came back down to the area to submit their preliminary designs to the CME for landscaping.
  - East Central Heights (in the southern area of the corridor) will hold a bridge decoration for the Bayou Texar Bridge on the morning of December 3. There will also be a boat parade and serenade in the area that evening.
- Scenic Highway 30A
  - No Updates.
- Big Bend Scenic Byway
  - No Updates

#### District 4- Kevin Walford (Ft. Lauderdale)

- Martin Grade
  - No Updates.

- Broward A1A
  - The CME held a water taxi tour in October, from Ft. Lauderdale to Hollywood. The tour highlighted development potential along the corridor and the history of the natural areas (which is something the group would like use for marketing, etc.).

District 5- Garry Balogh, Barb Kelly, Kristee Booth

- 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
  - The CME received a National Byways Grant for design/construction of a trailhead and has begun implementation.
- Indian River Lagoon National Scenic Byway
  - The CME recently completed their 5-YR CMP Update.
  - The CME has a consultant working on designing/developing a new marketing brochure.
- Heritage Crossroads
  - The original alignment of Old Kings Road is in the process of being cleared.
- River of Lakes Heritage Corridor Scenic Highway
  - The CME has been working with University of Florida students on potential marketing plans. Six marketing plans have been received from this collaboration.
- Scenic Sumter Heritage Byway
  - This is a new byway currently working towards eligibility.
- Halifax Heritage Byway
  - This is a new byway currently working towards eligibility.

District 6- Paul Moss

- Florida Keys
  - The CME had public meetings for the Wayfinding Plan in September and gathered public input to choose design and colors. All signs on the Scenic Highway have been inventoried, engineering is underway, wayfinding system plan is near completion, and construction phase starts in 2012.
  - Interpretive panels are being installed currently in Key Largo, Pigeon Key, Big Pine Key and Key West. The CME owns the artwork, so panels can be reproduced for multiple locations, events, presentations, etc.
  - Four Scenic Highway panels were installed in September in Overseas Heritage Trail kiosks (along highway) from MM29 – MM65.
  - The proposed County sign code revision is going to the County Planning Commission in November and to the Board of County Commissioners in January. The changes will make the code coincide with the Florida Statutes regarding outdoor advertising and require an approved FDOT permit for an off-premises sign prior to applying for a County permit.
  - The new All-American Road highway sign was fabricated and installed at MM108 on Jewfish Creek Bridge, the entrance to Key Largo. The graphic design and fabrication were done with funding from the Monroe County Tourist Development Council, engineering design was funded by FDOT, Paul Moss

coordinated design process with Central Office, and Patty Ivey, Dist. 6, handled installation.

- Monroe County was awarded FDOT Enhancement Funding for Higgs Beach Park: Multi-Modal Transportation Safety and Archeological Preservation. This is a critical part of the Higgs Beach Park redevelopment master plan, which will also include building a Scenic Highway Visitor Center at the park.

#### District 7- Lori Marable

- Courtney Campbell Scenic Highway
  - The CME and FDOT are continuing design and construction of the new Multi-Use Trails along the corridor. They are having a meeting in January 2012 to rename/name the trail.
  - There is a 911 sticker system being developed along the trail to improve response time to stations on the trail.
  - The CME is planning a membership open house to possibly partner with new businesses.

#### Turnpike- Stephanie Workman, Steven Diez

- 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.
  - Hernando, Pasco, and Hillsborough Counties are all implementing parking fees at trailheads now.

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

#### NSB Program Update

- No news on reauthorization yet, the Byways Program may still move into the Livability Program as was previously announced.

#### NSB Grant Update

- FY2012 Grant Update – the NSB is hoping to announce the next solicitation in early November.
- There should not be many changes to the applications, just some administrative criteria.
- Check the Program Website in the Resources and Publications section for new Livability Project Examples.

#### Training

- The recent trainings/webinars were successful and we would like to have more in the future. Ideas for future webinars from the FSHP Community are welcome.

#### CME Sustainability Review

- FSHP Staff is reviewing comments/suggestions from Wanda Maloney.
- Some new policies, procedures, and training may come out of this in the future.

#### FSHP Newsletter

- Thanks go out to Joan Bernat, who put together and sent out the first quarterly newsletter at the beginning of October. Talk to Clint or Joan to submit content and ideas.

#### FSHP Themed Brochures

- These have been distributed to the major Welcome Centers and each DSHC received 1,000 brochures (100 of each)

#### New FSHP Hi-Def DVDs

- We have these now, if anyone would like copies, please contact Clint.
- We will be sending a few copies to every CME and DSHC soon.

#### Promo Item Needs

- We will be re-ordering promotional items soon. We still have some, if anyone needs anything.

#### SHAC Meetings

- 2012 SHAC Meeting Dates – February 8, July 11, and October 10

#### Conference Calls 2011

- 2012 Conference Call Dates – January 26, April 26, July 26, and October 25

#### Growing FSHP Partnerships

- Florida Wildflower Association – We have seed packets we can send to anyone that would like them.
- 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 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 Q4 Conference call concluded at 3:00 P.M.

**The next conference call will be on January 26, 2012 at 2:00 P.M.**