

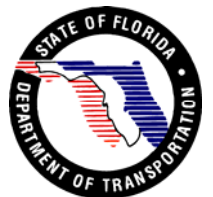
# 2006 FLORIDA SCENIC HIGHWAYS PROGRAM STATE CONFERENCE PROCEEDINGS



*2006 State Conference  
Cocoa Beach, FL*

Holiday Inn Oceanfront Hotel  
Cocoa Beach, Florida  
May 11-12, 2006

**Conference Hosted By:**  
Florida Department of Transportation  
Indian River Lagoon Scenic Highway  
Marine Resources Council of East Florida



**Conference Proceedings Prepared By:**  
**Carter#Burgess**



June 2006



## Acknowledgements

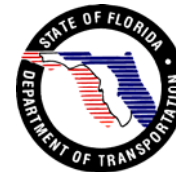
*The Florida Scenic Highway Program would like to thank everyone who made this conference a success and the Florida Scenic Highway Community for their continued efforts!*

*Thank You!*

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## 2006 FLORIDA SCENIC HIGHWAYS PROGRAM STATEWIDE CONFERENCE AGENDA

MAY 11<sup>th</sup> and 12<sup>th</sup>, 2006  
HOLIDAY INN OCEANFRONT  
COCOA BEACH, FLORIDA

### DAY ONE – THURSDAY, MAY 11<sup>th</sup>

11:30 AM – 12:30 PM	<b>REGISTRATION</b>
12:30 PM – 1:00 PM	<b>OPENING SESSION</b> Moderator: Mariano Berrios Florida Scenic Highways Program State Coordinator Speakers: Carolyn Ismart, Manager, Environmental Management Office, Florida Department of Transportation
1:00 PM – 1:40 PM	<b>SUCCESS IN DEALING WITH MULTIPLE STAKEHOLDERS</b> Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speakers: Diane Delaney, Co-Director, Applied Sustainability Enterprises Oxo Slayer, Kimley-Horn and Associates Pam Portwood, Dir, Wakulla Co. Grants & Special Projects
1:45 PM – 2:15 PM	<b>VISIT FLORIDA PARTNERSHIPS</b> Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Meredith DaSilva, Partner Development Manager, VISIT FLORIDA
2:20 PM – 2:50 PM	<b>INTRODUCTION TO SCENIC CORRIDOR SIGNAGE</b> Moderator: Mariano Berrios Florida Scenic Highways Program State Coordinator Speaker: Arlene Kern, FDOT, Highway Signing Program Manager
2:55 PM – 3:15 PM	<b>BREAK (20 Minutes)</b>
3:15 PM – 3:45 PM	<b>MANAGING CONFLICT ALONG YOUR SCENIC HIGHWAY</b> Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Janet Seitlin, District 6 Scenic Highways Coordinator, FDOT

3:50 PM – 4:20 PM	<b>NATIONAL SCENIC BYWAYS GRANTS</b> Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speaker: Matthew Schulman, Program Specialist National Scenic Byways Program
4:25 PM – 4:55 PM	<b>BUILDING A SUSTAINABLE BYWAY</b> Moderator: Mariano Berrios Florida Scenic Highways Program State Coordinator Speaker: Henry Hanka, Special Projects Manager, America's Byways Resource Center
4:55 PM – 5:10 PM	<b>REFLECTIONS ON DAY ONE</b> Speaker: Mariano Berrios Florida Scenic Highways Program State Coordinator
5:45 PM – 6:00 PM	<b>SHUTTLE BUS LOADING AT HOTEL</b>
7:00 PM – 8:00 PM	<b>EVENING RECEPTION AT THE INDIAN RIVER LAGOON HOUSE</b>
8:00 PM – 8:15 PM	<b>SHUTTLE BUS LOADING AT THE INDIAN RIVER LAGOON HOUSE</b>

## DAY TWO – FRIDAY, MAY 12<sup>th</sup>

7:00 AM – 8:00 AM	<b>BREAKFAST BUFFET</b>
8:00 AM – 8:05 AM	<b>WELCOME BACK</b> Speaker: Mariano Berrios Florida Scenic Highways Program State Coordinator
8:05 AM – 8:35 AM	<b>HIGHWAY BEAUTIFICATION GRANTS</b> Moderator: Lynne Marie Whately, Carter & Burgess, Inc. Speaker: Jeff Caster, State Transportation Landscape Architect, FDOT
8:40 AM – 9:30 AM	<b>MEET THE SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC)</b> Moderators: Mariano Berrios Florida Scenic Highways Program State Coordinator Lynne Marie Whately, Carter & Burgess, Inc. Andy Nicol, Carter & Burgess, Inc. Speakers: Shawn Hartzler, Florida Division of Forestry Kerri Post, VISIT FLORIDA Diane Quigley, Department of Community Affairs Brian Telfair, Federal Highway Administration
9:35 AM – 10:05 AM	<b>ESTABLISHING A DONOR PACKAGE</b> Moderator: Andy Nicol, Carter & Burgess, Inc. Speaker: Wanda Maloney, Corridor Impressions Frances Kidd, Fundraising Consultant

- 10:05 AM – 10:25 AM                    **BREAK (20 Minutes)**
- 10:25 AM – 10:55 AM                    **CREATING A POWERFUL SCENIC HIGHWAY COALITION**  
Moderator: Garry Balogh, FDOT District 5 Scenic Highways Coordinator  
Speaker:     Jim Egan, Executive Director  
                  Marine Resources Council of East Florida
- 11:00 AM – 12:15 PM                    **SETTING FLORIDA SCENIC HIGHWAY PROGRAM GOALS**  
Moderators: Mariano Berrios  
                  Florida Scenic Highways Program State Coordinator  
                  Lynne Marie Whately, Carter & Burgess, Inc.  
                  Andy Nicol, Carter & Burgess, Inc.
- 12:15 PM – 12:30 PM                    **CLOSING REMARKS**  
Speaker:     Mariano Berrios  
                  Florida Scenic Highways Program State Coordinator
- 1:15 PM – 4:30 PM                        **SCENIC BOAT TOUR (Special Event Registration Required-  
Information and Directions can be found in your Welcome Bag)**





U.S. Department  
of Transportation  
Federal Highway  
Administration



## 2006 FLORIDA SCENIC HIGHWAYS PROGRAM STATEWIDE CONFERENCE

# DAY ONE

## OPENING SESSION

Moderator:

Mariano Berrios, State Scenic Highway Program Coordinator

Speaker:

Carolyn Ismart, Manager, Environmental Management Office, Florida  
Department of Transportation

### MARIANO BERRIOS, State Scenic Highway Program Coordinator

Mr. Berrios introduced himself and welcomed the conference attendees to Cocoa Beach for the 2006 Florida Scenic Highways State Conference. He thanked the Program Staff for their help in organizing this year's conference and all of the Scenic Highways Community for their continued efforts.

The first Florida Scenic Highways Program (FSHP) conference was in 2001. The 2006 State Conference has been made possible through State funding. The FSHP has recently been awarded a National Scenic Byways grant to assist in the funding of the next FSHP State Conference, which is planned to be held in early 2008.

The Indian River Lagoon Scenic Highway Corridor Management Entity (CME), one of the FSHP's most active groups, graciously agreed to be the host for this year's conference and assisted in the planning of this conference and the associated events. The agenda topics were selected based on suggestions and needs from the Scenic Highway Community. Some of the agenda topics will include funding, grant opportunities, grassroots and Scenic Highway group issues, partnerships, and success stories. There was also a session providing attendees the opportunity to meet the members of the Florida Scenic Highway Advisory Committee (SHAC). A reception at the Indian River Lagoon House, sponsored by the Bayfront Community Redevelopment Agency and the Marine Resources Council of East Florida, is scheduled for this evening to give the participants a chance to network, share success stories, and view the Indian River Lagoon House.

“Traveling along one of  
Florida’s Scenic  
Highways is a window  
to the past, present, and  
the future.”

Mariano Berrios,  
State Scenic Highway  
Program Coordinator

### CAROLYN ISMART, Manager, Environmental Management Office (EMO)

Ms. Ismart spoke on behalf of the Florida Secretary of Transportation, Denver J. Stutler, Jr., who was unable to attend the conference because of a previous commitment. She commented that it takes a real grassroots effort to make the FSHP as successful as it is, and she recognized all the hard work that goes into creating successful and well-managed Scenic Highways.

Ms. Ismart noted that the FSHP has done some impressive marketing in the past few years, and a number of publications and videos have been developed, and some have reached national and even international audiences. She mentioned that some of Florida's highways have been designated as State Scenic Highways for their *unique and significant intrinsic resources they possess; these being, historic,*



recreational, archeological, scenic, cultural, and natural. Ms. Ismart stated that “all of us want to spread the word about our Scenic Highways “jewels” so visitors who come to our state, and local residents, can enjoy what Florida has to offer.” Through the Florida Scenic Highways Program, everyone has been working together to preserve, enhance, and maintain all the wonderful resources that our State’s roadways and corridors have to offer to the traveler.

“Although the Florida Scenic Highway Program is administered by the Florida Department of Transportation... it’s you - the advocates in this room - and your continued hard work and commitment that has made this program a success.”

Carolyn Ismart,  
Manager, Environmental Management  
Office

January 2006 marked the 10<sup>th</sup> anniversary of the implementation/creation of the FSHP. This has been 10 years of a very successful grassroots program in partnership with the Federal Highway Administration, National Byways Resource Center, and other state programs. The program has grown from its beginning in 1993 when the initial FSHP legislation was passed. There are now a total of 16 designated scenic highways totaling approximately 720 miles in length and ten (10) scenic highways seeking designation. There are also three (3) Nationally Designated Scenic

Byways. In terms of funds received over a ten year period, there has been \$3.2 million in National Scenic Byway grants, and close to \$1 million in FDOT funds, transportation enhancement funds of \$1.9 million, and through other sources, another \$13.4 million, bringing the grand total close to \$20 million.

Ms. Ismart concluded by expressing the Secretary’s support for the FSHP. She also encouraged the continued efforts of the Scenic Highways Community.

## MARIANO BERRIOS, State Scenic Highway Program Coordinator

Mr. Berrios provided an overview of the Florida Scenic Highways Program’s progress and accomplishments over the past 5 years since the first FSHP Conference in 2001.

### MARKETING

- With funds from the National Scenic Byways Program (NSBP) Marketing Grant, the Florida Scenic Highways brochure has been created and distributed statewide through the VISIT FLORIDA Welcome Centers.
- With funds from the NSBP Marketing Grant, the FSHP has purchased a spot in the VISIT FLORIDA calendar for 2005 and 2006.
- With funds from the NSBP Marketing Grant, the FSHP has purchased a 10-page section about the state’s scenic drives in VISIT FLORIDA’s *Worth the Drive* publication which is distributed internationally.



Welcome Center Day 2005  
Interstate 95 Welcome Center

- The FSHP hosted a *Scenic Highway Day* at three (3) of the VISIT FLORIDA State Welcome Centers. FSHP Staff staffed each State Welcome Center and provided brochures, marketing/promotional material, and information to travelers.
- The FSHP participated in Harley Davidson's Statewide Harley Owners Group (HOG) State of Florida Rally in November 2005 and provided brochures and information to riders.
- With funds from a NSBP Marketing Grant, the FSHP created a Program Orientation and Tourism/Marketing DVD.
- The FSHP was included in an article in VISIT FLORIDA's "Undiscovered Florida" magazine, which is packaged with *National Geographic Traveler* magazine and distributed nationwide.
- With funds from the NSBP Marketing Grant, the FSHP staff created promotional material /handouts, banners, and display units for use at events.
- The FSHP is tapping into new markets for advertising – recreational vehicles (RV), equestrian, cycling, motorcycle, and classis cars.
- Updating and upgrading the FSHP website
- Building a photo library of all Scenic Highways

#### SHAC ACTIVITIES

- Reviewing program and grant applications
- Revisions to the Program Manual
- Guidance on program issues and initiatives
- Assistance to local CAGs (Corridor Advocacy Group) and CMEs (Corridor Management Entity) on corridor issues and questions

#### PROGRAM TRAINING

- Hosted a Program training session in Bradenton Beach
- Hosted a SHAC training for new SHAC members
- Hosted numerous CAG training sessions on Eligibility and Designation

#### ADDITIONAL ACTIVITIES

- The FSHP Staff have provided technical assistance to CAGs and other candidate corridors in the preparation of applications and grants.
- Participated in "Roadside Chats" with each CAG and CME. These consisted of Program updates and future events, and provided a FSHP staff person to answer question and concerns from the CME members.
- Hosted District Scenic Highways Coordinator (DSHC) meetings approximately two (2) times each year. These meetings were held to allow the DSHC an opportunity to discuss program issues, grant issues, new program initiatives, and the types of assistance needed by CAG/CMEs.
- FSHP staff attended the NSB conferences in Albuquerque, New Mexico (2003) and Cleveland, Ohio (2005).

## NEW SAFETEA-LU HIGHWAY BILL

With the passage of the new transportation bill by Congress, National Scenic Byways Program funding has been reauthorized. In addition, the NSBP will notice an increase in funds available for grants over the next several years.

- FY 2005        \$26.5 million
- FY 2006        \$30.0 million
- FY 2007        \$35.0 million
- FY 2008        \$40.0 million
- FY 2009        \$43.5 million

To help jump start the conference, there was a special treat for the conference participants - the new FSHP Tourism/Promotional DVD titled “*Capture Florida*”. The video was made possible by a National Scenic Byways grant. Copies of the DVD were available for all attendees to take home.

# DEALING WITH MULTIPLE STAKEHOLDERS

Moderator:

Lynne Marie Whately, Carter & Burgess, Inc.

Speakers:

Diane Delaney, Co-Director, Applied Sustainability Enterprises

Oxo Slayer, Kimley-Horn and Associates

Pam Portwood, Director, Wakulla County Grants & Special Projects

The Big Bend Scenic Byway is located in the Panhandle of Florida along several roads in Wakulla, Franklin, and Leon Counties. The Scenic Byway is a large “loop” type of corridor traveling approximately 248 miles. Due to the large size of the corridor many stakeholders have been involved, and this has created the need for innovative and effective techniques in dealing with multiple stakeholders. The Big Bend Scenic Byway is currently an Eligible Scenic Highway and will soon be pursuing State, and ultimately, National Scenic Byway Designation.

Pam Portwood, Director of Grants and Special Projects for Wakulla County and Program Manager for the Panacea Waterfronts Florida Partnership, began the presentation by describing the push for Scenic Highway Designation from the Apalachicola National Forest and the Wakulla County Tourist Development Council. With this push, the Big Bend (Wakulla) Scenic Highway group applied for a USDA Rural Community Assistance Grant to explore designation of an 87 mile road in Wakulla County as part of a proposed Big Bend Scenic Byway, and also to serve as a catalyst for Franklin and Leon counties to follow suit. That was about 5 years ago and the group has certainly learned a lot along the way.

Diane Delaney is a Communications and English major from Florida State University, as well as holding a degree in Art Design from Oregon School of Arts and Crafts. She is a Partner and Co-Director of Applied Sustainability Enterprises and Co-Founder of the non-profit Florida Foresight. Ms. Delaney is a frequent speaker on sustainable development and nature tourism topics. She has contributed articles to several publications and was a major contributor to the [Guide to the Big Bend Scenic Byway](#).

Oxo Slayer works as a planner at Kimley-Horn and Associates in Tallahassee. He received his BS in City and Regional Planning from Cal Poly in San Luis Obispo, California. He has over five years experience in bicycle and pedestrian planning, transportation and land use corridor planning, public involvement and community outreach. Kimley-Horn has been providing technical support to the Big Bend Scenic Byway CAGs in Leon, Franklin and Wakulla Counties, and to the Scenic 30-A CAG in South Walton County during the Eligibility and Designation Phases.

Below is a listing of what the group considers to be their “[Five Lessons Learned](#)”:

**Lesson One – Needs Assessment.** The initial lesson learned by the Big Bend Scenic Byways CAG was to conduct a *Program Needs Assessment*, not to determine if there should be a byway, but rather to identify what was required of the byway program. They spent several months coming to grips with

the time and commitment needed to complete the application process. The group spoke to Scenic Highway CAGs in Florida and nationally, and inquired what they did and what the benefits of designation were. After the shock wore off – they asked the question, “Can we do this?” They realized Wakulla County staff sources were extremely limited and they would have to do all the work. Grants from the Forest Service, VISIT FLORIDA, Florida Coastal Management Program and Wakulla County were obtained. Together with the support from FDOT District 3, it was possible to secure the necessary administrative and technical consultants to help compile the information and stay on track.

#### **Lesson Two – Maximize Opportunities.**

The Big Bend Scenic Byway group developed a broad community participation process and strong local support. They sought CAG memberships, encouraged endorsements, and followed up personally on every request. Their SHAC tour included CAGs and endorsers who were there to discuss intrinsic resources at each stop. Public meetings with speakers such as county and state officials were set up, and the media was always invited. The group found that dividing the corridor into segments and establishing teams to address specific components of the application process was successful.

“Spending time up front and early on was the key ingredient to our success.”

Diane Delaney,  
Big Bend Scenic Byway

**Lesson Three – Partnership.** For the counties involved, the process was all about partnership – small rural counties lacking in financial resources, so partnerships were the way things got done.

The byway project was a significant undertaking in terms of coordination and cooperation upon partnerships, however, the group realized that designation was not an end, but rather a beginning of working the Byway, and thus realized that they had to go beyond partnerships. Overtime, they realized they needed to expand their goal from partnership to ownership. Their community participation programs urged groups to become involved in the byway and institutionalize it in their own structures. Big Bend accomplished this by having their partners and endorsers include designation of the byway in their vision statement, plans, and goals. In doing this, they discovered that ownership is in the eye of the beholder. For example, the Tourist Development Council promoted byway designation as a key economic development tool for nature and heritage based tourism. Over time the Chambers of Commerce & Economic Development Council picked up the idea followed by the County Commission and the City Council. By promoting ownership, byway designation has become a common goal in their community, which will facilitate the public support needed to implement their Corridor Management Plan.

**Lesson Four – Discover the Soul of Your Byway.** The CAG decided that they actually had two parts to the Byway – Coastal Trail and the Forest Trail. One unique element to both was the use of prescribed fire as a management tool. The question then was, “Could fire be “our soul”? To answer this the CAG formed a Fire Council made up of agency experts, and over a period of 6 months they discussed the role the Byway could play in promoting the use of prescribed fire, and educating local communities as well as the traveling public on the ecology of fire. The CAG included this in their vision goals objectives and strategies, and ranked it as a priority action to be addressed by Corridor Management. The Fire Council worked with the CAG to develop background material for byway publications and sponsored an 8-minute video, entitled “Fire Forests of the Big Bend Scenic Byway.”

**Lesson Five - Concise Visual Materials.** One reason for Big Bend's community participation program and outreach including broad local support is that the CAG was able to present the Byway with a variety of materials and visual formats. Since many of the CAG members were not familiar with the jargon and the DOT terms in the manual, the CAG needed to present the Byway in layman's terms, and thus it was very accessible at the grassroots level. The CAG first developed a photo library with VISIT FLORIDA grants and digital photos taken by Diane Delaney. The CAG produced a 3-sided tabletop exhibit used as an outreach tool and brought it to all public meetings.

The Eligibility application impressed the SHAC members as well as local officials. It was adapted to provide a *Guide to the Big Bend Scenic Byway*. This turned out to be another format used to promote the Byway as a public education tool, as well as a practical guide for the traveling public.

The CAG needed to pass what they called, the "City Council Test". Scenic Byways need to vie for attention because stakeholders do not always have time to read all the volumes of information they receive. The CAG wanted to design a poster that would be easy to understand, as well as communicate all preservation and enhancement goals of their Byway. Key elements of the poster – getting every element of the byway down on one document. Goals, vision, action-plan, map on back, benefits of byways, private property, sign issues. Big Bend Byways' success is due in part to very concise visual materials that the CAG has provided over the years. When they become designated, a gold sticker will be placed on the "Guide", and one-day they hope to put on the front of the "Guide" that they are a National Scenic Byway.

## QUESTIONS & ANSWERS

**Question** – Who makes up your Corridor Advocacy Group (CAG)?

**Answer** – Natural Resource Agencies are the bedrock of the CAG. Members of the Corridor Management Entity (CME) were formed upfront, rather than waiting for the designation final stages. They also provided funding support, and were an integral part of the team.

**Question** – What was the total amount of grant money you received?

**Answer** – The grants applied for, including matching support, totaled about \$300,000 over the 5 year period.

**Question** - How do you get local politicians on board?

**Answer** – The Big Bend Scenic Byway CAG looked at who would be opposed to the byway and went to those politicians first. Once they got those people in support of the idea, then they approached the other commissioners. Also, the Big Bend Scenic Byway CAG had the help of the Tourist Development Council and the Chambers of Commerce. Realizing that they had to be the



**"The Corridor Management Plan is based on the work of several citizen teams – this allowed the CMP to be totally grassroots"**

**Oxo Slayer,  
Big Bend Scenic Byway**

centerpiece of this effort, the Tourist Development Council and Chambers of Commerce could use byway designation as an economic development tool.

**Question** – Did you have any opposition from landowners?

**Answer** – No, they believe that it will increase the value of their property. The Billboard industry was the only opposition. Real Estate Agencies provided tremendous support for the “Guide”. They saw increased recreation as a good thing in the community.

**Question** - Where did the original push come from?

**Answer** - The original push came from Apalachicola National Forest. They put in a lot of money and resources. The original Byway started out as 60 miles and has now expanded to 220 miles.

**Question** - Is it called a Highway or Byway?

**Answer** - The name was chosen by Apalachicola National Forest. They felt that Big Bend Scenic Byway sounded good.

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# VISIT FLORIDA PARTNERSHIPS

MODERATOR:

Andy Nicol, Carter & Burgess, Inc.

Speaker:

Meredith DaSilva, Partner Development Manager, VISIT FLORIDA

Ms. DaSilva has enjoyed a career with VISIT FLORIDA for nearly seven years. As the Partner Development Manager, she oversees the servicing and retention of more than 3,500 Partners and manages the Strategic Alliance Partner program. Meredith, and the Partner Development team, provide customer service and benefits education to inform Partners of the many marketing benefits and programs available through their VISIT FLORIDA partnership.



She began her presentation on how groups can make the most of their VISIT FLORIDA Partnership. The mission of VISIT FLORIDA is to market and facilitate travel to and within Florida for the benefit of its residents, economy, and the travel and tourism industry. The FSHP in Tallahassee pays for a membership for all designated Florida Scenic Highways each year – so groups should take advantage of the opportunities.



**“In order to stay informed you can receive weekly and monthly correspondence, as well as use the services of their “Log In & Learn” conference calls”**

Meredith DaSilva,  
VISIT FLORIDA

There are many opportunities to take advantage of the VISIT FLORIDA Partnership. On the VISIT FLORIDA website [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) partners receive a business listing and description; hyperlink to the partner’s website, photo gallery; and an opportunity to post events. This website is the state’s official travel planning website, as well as the leading vacation research tool. Ms. DaSilva pointed out some startling statistics regarding the vast number of people who utilize their website. They receive over 10 million visitors each year to the site, which amounts to approximately 34,000 visitors daily. Included on the website is a description of each Florida Scenic Highway with contact information and a link to the group’s own website. From that menu visitors can click on overview, amenities, photo gallery, and/or a map with directions. Also, on the website is an item choice to click on “Driving Tours”, with another option to click on “Scenic Road Tours”. A drop down menu comes up with the opportunity to click on each separate Florida Scenic Highway.

Another VISIT FLORIDA advertising opportunity is through [The Official Florida Vacation Guide](#). This brightly-colored magazine is distributed to 450,000 consumers annually who call their toll-



free line requesting vacation information. The Florida Scenic Highway Partners receive a *FREE* listing in this publication.

A key part of Ms. DaSilva presentation was on the subject of “Getting the Word Out with Public Relations!” She began by explaining the Media Editorial Leads that are distributed weekly via e-mail or fax through *News to Use*. The conference participants learned that they could submit their Florida Scenic Highway news to the quarterly “What’s New” and themed news releases, which are shared with more than 2,200 national media. Website access through [www.media.VISITFLORIDA.org](http://www.media.VISITFLORIDA.org) is used each month by thousands of journalists from all over the world. The Florida Scenic Highway CAGs can submit a news release each time they have a new announcement to share. Ms. DaSilva showed some examples of menus from the website relevant to the groups that included, Recent News, Hot Happenings, Attractions & Activities, and Florida Travel News.

Another important exposure for the Florida Scenic Highway CAGs is through VISIT FLORIDA’s four official Welcome Centers. These centers are located on the FL state borders and in the state capitol of Tallahassee. These centers receive more than 3 million visitors annually, and distribute 14 million brochures and 1.25 million state maps each year. Here the Scenic Highway Programs can get involved in promoting themselves through the *Brochures Rack Program*, the *Seasonal Festivals*, and *lobby displays*.

The FSHP folks in Tallahassee have forged partnerships with the New Product Development Team – the purpose is to identify the vertical market within Florida tourism’s industry. This includes advertising in VISIT FLORIDA’s Worth the Drive publication sponsorship as well as VISIT FLORIDA’s Calendar sponsorship. This year the Florida’s Scenic Highways was prominently shown in the calendar for the month of May.

Partners use the VISITFLORIDA.org industry website for access to department and program information, partner-exclusive research, market intelligence, editorial leads and *News to Use*. The Partner Development is responsible for recruitment and retention of VISIT FLORIDA Partners, to keep their 3,400+ Partners informed of marketing opportunities and program benefits. The staff produces *News to Use* and *Priority Pack* to keep the Partners in the know. *News to Use* is a weekly correspondence containing important information about upcoming VISIT FLORIDA programs and opportunities. *Priority Pack* is a monthly e-mail

correspondence providing information on VISIT FLORIDA programs, sales events, special announcements and details on Partner discounts. Another VISIT FLORIDA resource is the *Partner*

#### Key Statistics Regarding Tourism in Florida and the VISIT FLORIDA Web Site:

- There were 85.8 million out-of-state visitors in 2005
- \$57 billion spending relating to tourism - 1/5 of the state’s economy
- Every partner shows exposure on the VISIT FLORIDA website - more than 10 million visitors log onto the website equaling approximately 30,000 visitors per day
- Web Benefits – Each business/partner gets a listing & description and a link to the partner’s website
- Photo gallery with 6 images
- Partners receive free event posting

*Handbook*. This handbook is an easy to use reference created to help Partners take full advantage of customized VISIT FLORIDA programs and services. Partners can also use the services of the Partner Hot-Line to answer questions and obtain grant information, as well as the Log-in & Learn Conference Call service to keep informed of the “latest happenings”.

Ms. DaSilva concluded her presentation by encouraging each group to assign one person to be a liaison with the VISIT FLORIDA staff. Meredith DaSilva can be reached through e-mail at [Meredith@VISITFLORIDA.org](mailto:Meredith@VISITFLORIDA.org). The phone number for the **Partner Hotline** is (877) 435-2872 (available 8AM-5PM).

## QUESTIONS & ANSWERS

**Question** – Is there a way to put a FSHP group’s video on the VISIT FL website?

**Answer** – Welcome Center Kiosks are running commercials now. Ms. DaSilva will check to see if possible to run a group’s video.

**Question** – Is there staff available to assist the CAGs in writing news releases that appear on the VISIT FLORIDA.com website?

**Answer** – VISIT FLORIDA provides their partners access to a Public Relations staff to assist with the writing of news releases.

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# INTRODUCTION TO SCENIC CORRIDOR SIGNAGE

Moderator:

Mariano Berrios, State Scenic Highway Program Coordinator

Speaker:

Arlene Kern, Manager, Highway Signing Program for the  
Florida Department of Transportation

Arlene Kern moved from FDOT District 5, where she was in the Traffic Operations Studies Section for 5 years, to become the State Highway Sign Program Manager in the Central Office. Originally from New Jersey, she came to the Department after working for five years for the Monroe County Engineering Department, in the Florida Keys. In addition, she chairs a statewide committee that makes recommendations relating to uniform traffic control signing policy and practice. Ms. Kern can be reached directly at [Arlene.Kern@dot.state.fl.us](mailto:Arlene.Kern@dot.state.fl.us)

Ms. Kern began her presentation by introducing Scenic Corridor Signage and explaining how each corridor can improve and enhance its guides and signs. The first topic was **Understanding your FDOT**. FDOT is responsible for providing and maintaining a safe transportation system; building necessary roadway & bridge projects, including road widening; performing maintenance obligations; and adhering to **Standard Specifications** for roadway design, traffic operations, signing, striping, signalization, and construction activities.

Signs specific to Florida meet five basic requirements:

1. Fulfill a need
2. Command attention
3. Convey a clear, simple meaning
4. Command respect from road users
5. Give adequate time for proper response

Arlene Kern,  
Florida Department of Transportation

The conference participants learned the relevancy of the Scenic Highway Signing Programs with regards to Good Reasons for UNIFORMITY. These include—1) Your “Kindred Spirits”, 2) don’t have to re-invent the wheel, 3) create a sense of continuity while preserving uniqueness, 4) feature recognition with consistency, 5) save a lot of committee time, energy grant and match money in design of structures, panels, etc., 6) design by committee is fun!, 7) historic, recreational, cultural feature by uniform color coding and 8) uniform mile-marker signing that meets the intent of emergency services as well as guide.

Some key points to maintain Statewide Sign Uniformity & Consistency include:

- ➔ National Sign Criteria: Signs specific to Florida
- ➔ Standard sign new symbol, new font, new color, must be approved by FHWA
- ➔ Good Reason for Uniformity - New Way Finding signs
- ➔ Create sense of continuity while preserving uniqueness
- ➔ Feature recognition with consistency
- ➔ Manual on Uniform Traffic Control Devices – Design Standards for Florida
- ➔ Guide Sign legibility meant for long-distance travelers on a pre-planned trip to make decision to specific turning points.

To maximize the ability of a highway sign you need to be concerned with design, placement, operation, maintenance, and uniformity. Providing the traveling public with legible, easy to read, and effective signage is vital to the travelers experience. Ms. Kern chairs a statewide committee that makes recommendations relating to uniform traffic control signing policy and practices. This Statewide Signing Team meets bi-annually to discuss signing issues that have statewide impact.

Ms. Kern discussed the reasons for conformity – **Way Finding Sign Programs**. These signs are directional signs that guide the traveling public to *key civic, cultural, visitor and recreational destinations within a specific region*. Effective May 8, 2006 - Way Finding Signs are the responsibility of local governments. You now have to get local governments to agree to your sign, maintain your sign, agree to your criteria, and agree to not have any other Way Finding program on that corridor. In addition, communities that are eligible, have to be on the official Florida transportation map. Unincorporated areas not appearing on the official Florida Transportation Map are eligible upon written request of the city or county. Some other sign criteria effective May 8, 2006 include, FDOT Request for experiment; Master Signing Plan with published and approved eligibility criteria and maintenance agreement-already established partnering between CORRIDOR ADVOCACY GROUPS and LOCAL GOVERNMENT; highway gothic fonts or equivalents; minimum size of guide sign legend is 6”, for low speed (25 mph) local streets, a minimum size of 4” may be used; and Must meet or exceed department criteria for wind load, etc.

Another option for people to consider regarding placement of their Florida Scenic Highway signs is the **Mile Marker** signs. These signs cost about \$50 each with the stipulation that the signs can only be put up at mile markers and/or ½ mile marks. Additional Signing Information can be found in the *Manual of Uniform Traffic Control Devices, 2006 Design Standards*, and the *Traffic Engineering Manual*. The Traffic Operations Website is <http://www.dot.state.fl.us/>.

## QUESTIONS & ANSWERS

**Question** – How do you get signs for new corridors?

**Answer** – FDOT (through your District Scenic Highways Coordinator) will get signs for the Scenic Highway at no cost to the CAG. These signs will be placed at the beginning and end of the designated corridor, and at major intersections.

**Question** – Is it possible for our CAG to have a unique sign?

**Answer** – Unique signs are a possibility as long as it meets the requirements. It is best to check out all guidelines because requirements can differ from county to county.

## MANAGING CONFLICT ALONG YOUR SCENIC HIGHWAY

Moderator:

Andy Nicol, Carter & Burgess, Inc.

Speaker:

Janet Seitlin, Manager, District 6 Scenic Highways Coordinator - Florida  
Keys Scenic Highway & the Florida Department of Transportation

In addition to Ms. Seitlin's work as a transportation planner, she is an attorney and a mediator. She is also an adjunct professor at the University of Miami Law School, where she teaches mediation skills. Ms. Seitlin has been a professional mediator in the Miami-Dade County Court system for 20 years, working with a wide variety of disputes. She utilizes every trick she has learned when dealing with the multitude of issues that arise when dealing with the Scenic Highway Corridor.

Ms. Seitlin opened her presentation with the question--What is the Scenic Highways Programs? The Program was created under Florida Statute 335.093 as a means to *"preserve, maintain, and protect a part of Florida's cultural, historical, and scenic routes for vehicular, bicycle and pedestrian travel."* The statute authorizes the Department to adopt appropriate criteria for the designation of scenic highways and may specify appropriate planning and design standards including corridor management for the intrinsic resources along corridors noted for their distinct natural beauty, history, culture, archaeology, and/or recreational offerings.

Important questions that were defined included: **What is Conflict?** Disharmony between incompatible or antithetical persons, ideas or interests. These encompass a struggle exclusive impulses or desires, and when they don't want to do it your way.

A second question dealt with: **What are Interests?** These are the things that we hold dear, such as the underlying principles which influence all of our decisions, such as safety, security, privacy, and physics. These things which, if ignored or minimized, can come back to haunt you again and again, until you finally do something about them.

The third question was: **How Do We Reconcile Our Differences?** One way is by knowing the law. Chapter 29 of the Project Development and Environmental (PD&E) Manual emphasizes that the Scenic Highway designation: Carries with it a level of distinction and certain expectations of an 'experience' for the traveling public. Special care should be given when proposing and implementing improvements on designated scenic highways. The commitments made by FDOT and other agencies, groups, businesses, and local governments to the preservation, maintenance, protection and enhancement of the corridor need to be fully considered in the evaluation of impacts and alternatives.

An example of this is: “Highways are built first and foremost for functional purposes, but the designer should be sensitive to how the highway will be perceived by the users.” (Chap. 1.7.2 *Plans Preparation Manual*) “The roadway should blend into the landscape...”

**Elements of Categorical Exclusion** (23 CFR 771) must be sufficiently evident that the proposed improvement will not: Involve significant environmental impacts; induce significant impacts to planned growth or land use for the area; require the relocation of significant numbers of people; have a significant impact on any natural, cultural, recreational, historic or other resource which involve significant air, noise, or water impacts, or have significant impacts on travel patterns.

Ms. Seitlin emphasized to the group that they should: **ALWAYS REMEMBER** -- At the very least, a Categorical Exclusion must be done for any new projects proposed along a Scenic Highway. Also, **Remember As Well** -- to know the Law that applies to the proposed changes, and to know the Players. These crucial players include FDOT, who is responsible for maintenance and improvement of all State Roads, a funding source, and responsible to FHWA. FDOT is also responsible to the public, and obligated to work collaboratively with stakeholders and affected parties.

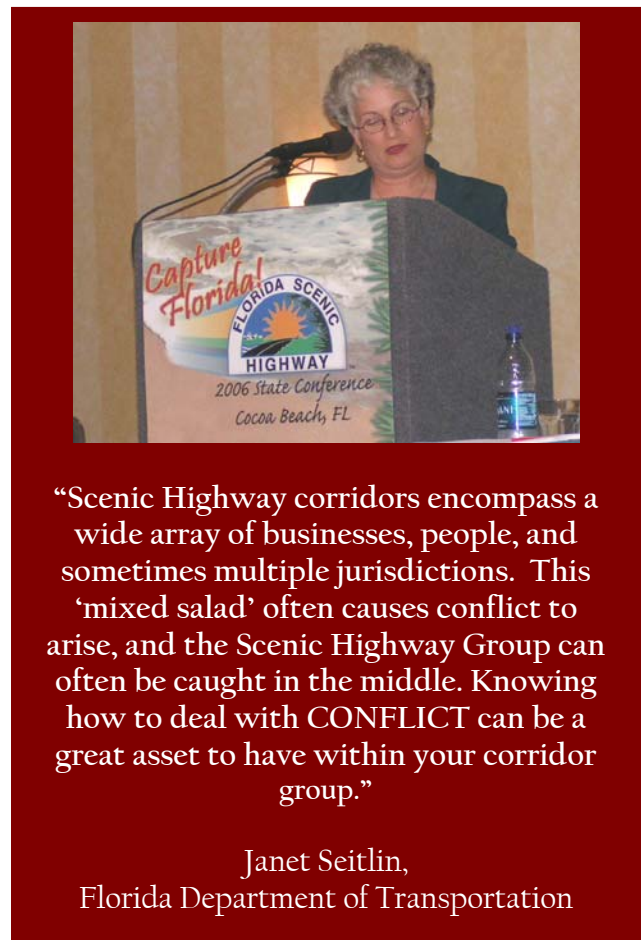
The second group of players is the **RESIDENTS**. They want to maintain or raise the value of their property, want safe crossings for their children, want their privacy, do not want to spend more money on another road project! And finally they want someone to talk to them and listen to them before the project is set in stone.

The next group is the **DEVELOPERS**. They prepare a site for residential or commercial use, want to attract customers, like big buildings, like to make money, and will support almost anything that benefits their bottom line.

The final group is the **POLITICIANS**. They are responsible to their constituents to make decisions for the community, create new laws, do not always know what’s going on, and need to, because of above.

Each Corridor must **KNOW the FACTS**. Ways to accomplish this is to educate yourself, and know what is important for the other people or groups involved? Secondly, to educate others, and to know what is important for you and your group, and why it is important. The group should consider how does it fit in with the goals of overall project, where do the conflicts exist, and what alternatives do you have?

Important elements included: - **CREATE a GAME PLAN**, and know **WHO** is involved or should be involved? **WHO** are your allies? **WHO** are allies of your counterpart?



“Scenic Highway corridors encompass a wide array of businesses, people, and sometimes multiple jurisdictions. This ‘mixed salad’ often causes conflict to arise, and the Scenic Highway Group can often be caught in the middle. Knowing how to deal with **CONFLICT** can be a great asset to have within your corridor group.”

Janet Seitlin,  
Florida Department of Transportation

Consider **WHAT** is the plan? **WHAT** guidelines, laws, policies, rules govern? **WHAT** have you got in common? **WHERE** is it going to be? **WHEN** are the critical dates? **WHY** is it being done? **HOW** will it be manifested? **HOW** much will it cost?

The groups were reminded to: **BE PATIENT – ONE THING AT A TIME** – Listen to Their Whole Thought -- Do not assume you know their answer, keep your cool, and know that they cannot hear you if distracted by temper tantrums. Also, considering **BREAKING IMPASSE**, they should listen to the concerns of the other side; be willing to hear what you don't want to hear – make changes, if necessary; emphasize the positive reasons for coming to an agreement; talk about the negative aspects of not coming to an agreement; understand the costs of impasse in terms of Time, Money, Risk and Image; have a second and third fallback plan; and risk of losing goal or damaging image of highway.

Finally, you need to have **THE PATIENCE of BUDDAH** by willing to give up something of value in order to gain something of greater value. This should include getting help when you need it, and last, but not least, do everything you can then let it go.

*“If you do EVERYTHING I tell you, then you will Be On the Road to Paradise.”*

Janet Seitlin

Teamwork should include the following entities: Scenic Highway CME, Government entities, including FDOT, and agencies (DEP, Public Works, etc.); business people; residents; artists; environmentalists, Chambers of Commerce's, Neighborhood Associations; the Press, and anybody else you can think of who should be involved.

Ms. Seitlin concluded her remarks by putting forth a list of seven important items for the groups to take back with them: 1) actively participate in meetings of the local MPO committees or groups pertinent to your issues; 2) make consensus-building presentations to other agencies, businesses and community groups; 3) regularly communicate with elected officials and management to secure commitments of cooperation, funding and overall support; 4) work to develop partnerships with the private sector where appropriate; 5) ensure that the project development process is consistent with the regional architecture and those projects or enhancements are assessed and compared in a consistent equitable manner; promote continuing communication among participating agencies and private sector partners; 6) maintain credibility with elected officials and the public by keeping a “customer orientation” with the delivery of projects along the scenic highway, keep a “problem-solution” emphasis, and 7) realize that you must work in coordination with other problem-solving approaches, not in competition with them.

## QUESTIONS & ANSWERS

There were no questions for Ms. Seitlin at this time.

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# NATIONAL SCENIC BYWAYS GRANTS

Moderator:

Lynne Marie Whately, Carter & Burgess, Inc.

Speaker:

Matthew Schulman, Program Specialist,  
National Scenic Byways Program

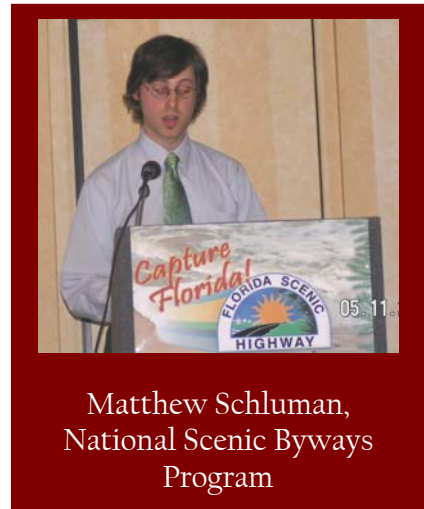
Mr. Schulman is a program specialist for the Federal Highway Administration's (FHWA) National Scenic Byways Program in Washington, DC. His responsibilities include e-marketing for America's Byways, technical oversight for the America's Byways' websites and providing technical assistance and education to the Byway community.

He spoke to the participants about the ever important topic of National Grants. National Scenic Byway Grants can sometimes be overwhelming for each of the CMEs. Putting a grant together can seem confusing and time-consuming, but if it is approached with knowledge and training, they can be relatively simple to complete. A wealth of information can be found on the America's Byways National website [www.byways.org](http://www.byways.org).

Currently there are 126 American Byways in the U. S. This year is the 10th Anniversary of the first American Byway designation. In FY 2006, \$25 million was authorized to use as grant money. Not everyone is eligible for national byways funds so the rules must be looked at carefully. The following is a list of the **ELIGIBLE ACTIVITIES**: 1) development of State Scenic Byway Program; 2) development and implementation of corridor implementation plan; 3) marketing; 4) construction of bike/pedestrian paths, overlooks, and interpretive facilities; 5) develop tourist & interpretative information; 6) recreational access improvements; 7) resources protection; and 8) safety improvements.

The National grant **AUTHORIZATIONS** have increased for each fiscal year. In 2005 there was \$26.5 million appropriated, 2006 \$30 million, 2007 \$35 million, 2008 \$40 million, and in 2009 \$43.5 million. In FY 2005 funding requests consisted of 44 States submitting 344 projects requesting a total of \$64.2 million--\$22.5 million was provided to 207 projects in 42 States. FY 2006 funding requests consisted of 45 States submitting 418 projects requesting a total of \$53.3 million--about \$25 million will be available--after obligation limitation and rescission deductions.

The **Selection Criteria** for the statutory criteria found in 23 USC 162: Projects on routes designated as either an All American Road or a National Scenic Byway, and Projects that would make routes eligible for designation as either an AAR or a NSB, and finally, Projects associated with developing State or Indian Tribe Scenic Byway programs.



Matthew Schluman,  
National Scenic Byways  
Program



The **Evaluation Criteria** is considered in the evaluation of candidates for this program: State & byway priorities; project benefits; timely expenditure of previously awarded scenic byway funds; and leveraging of private or other public funding.

The **Grant Program Principles** consist of:

- How will your byway travelers benefit from the proposed project?
- What part of your byway's story will the proposed project help tell or enhance?
- How will the proposed project help strengthen your byway organization?

The **Program Principles** that need to be answered are: to what extent does the proposed project reflect multi-year priorities, coordinated efforts, alternative sources of funding, and objectives from your corridor management plan. Finally, there are some Important Questions to Ask Yourself: *What is the project? What are the Categories? Who is the Community? Who benefits? What about Management? Are there Matching funds? What are the Benefits?*

Mr. Shulman mentioned a couple of programs that could potentially be a source of funding. The **Recreational Trails Program**, although not part of the Scenic Byways program, is one of them. The program consists of maintenance and restoration of existing recreational trails; development and rehabilitation of trail side and trail head facilities & trail linkages; purchase & lease of recreational trail construction and maintenance equipment; acquisition of easements or property for recreational trails or corridors; State administrative costs related to program administration, and operation of education protection as those objective related to the use of recreational trails.

Another program, the **Transportation Enhancement Program**, consists of facilities for pedestrians and bicycle safety and educational activities for the same; scenic or historic highway programs, landscaping and other scenic beautification; historic preservation; rehabilitation and operation of historic transportation buildings, structures or facilities; preservation of abandoned railway corridors; control and removal of outdoor advertising; archaeological planning and research; environmental mitigation to address water pollution due to highway runoff; establishment of transportation museums.

Mr. Shulman encouraged everyone to check the [www.byways.org](http://www.byways.org) website frequently. In 2004 there were 1.8 million visitors to the site, and in 2005 there were 2.5 million visitors. To submit news, anniversaries, and special event information e-mail Matthew at [mschulman@byways.org](mailto:mschulman@byways.org)

## QUESTIONS & ANSWERS

**Question-** What is [Grants.gov](http://Grants.gov) and are there any changes?

**Answer-** [www.Grants.gov](http://www.Grants.gov) is a government grants website. The website byline is **FIND. APPLY. SUCCEED.** [www.Grants.gov](http://www.Grants.gov) allows organizations to electronically find and apply for more than **\$400 billion** in Federal grants. Grants.gov is **THE** single access point for over **1000** grant programs offered by all Federal grant-making agencies. An advantage of this website is that it will work with the current system, it utilizes new forms, is seamless, and there are detailed instructions and examples to be user-friendly.

# BUILDING A SUSTAINABLE BYWAY

Moderator:

Mariano Berrios, State Scenic Highway Program Coordinator

Speaker:

Henry Hanka, Special Projects Manager,  
America's Byways Resource Center

Mr. Hanka is the Special Projects Manager for the America's Byways Resource Center in Duluth Minnesota. During his more than thirty-five years of professional experience, he has been engaged as a planning consultant, maritime development director, and government relations specialist. In his current position, he is responsible for the overall management of special projects as defined by the Federal Highway Administration and the Resource Center.

Mr. Hanka discussed what his Objectives for the day would be. His goal was to expose the groups to the concept of succession planning and its importance to the sustainability of their organizations; to get them to understand the key components of succession plans; to provide references and sources where you can get further information on the topic; and, realistically, on succession planning, with the limited time today, only answer the WHAT and WHY but, not the HOW.



“The key to a successful Scenic Highway Group is effective, sustained leadership at all levels. We must plan for change, and this is not an easy task, and often times a task gets overlooked.”

Henry Hanka  
America's Byways Resource  
Center

The following quote is significant for all the groups to consider -- “Boards of Directors must incorporate leadership transition into strategic planning. Organizations should plan for succession as carefully as they plan for the next season or upcoming capital campaign.”

Mr. Hanka enlightened the group to the Definition of Succession Planning: “A tool to help organizations be prepared for planned or unplanned absences of the director, clarifying authority, and decision-making; thereby maintaining accountability and stability.”

The only thing that is certain...At some point, your non-profit organization will have to deal with leadership turnover.

Questions that the CAGs need to consider: WHY is succession planning important? And what is the significance of the Impending Non-profit Crisis? Baby Boomers started the non-profits, 7 in 10 non-profits are led by Baby Boomers, Baby

Boomers are beginning to turn 60 (Non-Profit Times), 2/3 of the executive directors of non-profits plan to leave by the year 2009, and over half of non-profits have no succession plan.

Four types of leadership turnover were shown as unplanned vs. planned, and short term vs. long-term. Unplanned retirement, job change, etc. can be a *CRISIS* for a group, while a planned retirement may not be quite a *CRISIS*, but more like...mud wallowing. The following can start an organization down the path of self-destruction: existing director leaving on sour terms; short tenure for the new director (hired the wrong person); stressed out board and staff; and lost grants and financial accountability.

Mr. Hanka laid out the **Succession Plan and Policy** that would enable each organization to enact a step-by-step approach to systematically deal with each of those four types of leadership turnover. *“In essence a succession plan... Will make your organization sustainable!”* A succession plan can be as complex or simple as desired, but a succession plan really has TWO key elements: a written policy statement, and an emergency succession plan, or procedures.

**Policy:** Statement of commitment to prepare for inevitable leadership change, both planned and unplanned, and statement of commitment to assess leadership needs before searching for replacements. **Procedures:** determine time frames for interim appointments; time frames for appointing a transition committee; roles of transition committee; whether outside help is needed, and time frame for recruitment and selection process. Last, but not least, he went on to say that, it's really about commitment and responsibility of board and staff members to ensure that the organization endures over the long-haul.

A significant topic discussed was: Common Pitfalls when Dealing with Leadership Turnover. These included, 1) moving too quickly; 2) promoting from within, without even exploring other options; 3) assuming that you need the same type of person as the departing director; 4) unclear roles during the transition stage between the existing director and board; 5) lack of understanding that the board has the final say; 6) interim appointments are not adequately prepared for their position and role; 7) communication breakdowns between existing director and board; and poorly facilitated hand-offs.

Sources for further information on succession are: Transition Leader, a FREE e-newsletter focusing on non-profit executive succession and transition; *Planning for Succession*; [www.transitionguides.com](http://www.transitionguides.com) is a website maintained by a collaboration of experts, and provides a great deal of FREE useful information.

The presentation concluded by Mr. Hanka saying, “Working with people that have passion-people that have a *FIRE IN THEIR GUT* will help them be successful.” They should consider what they are giving back to their particular region, and what they want to pass on to people who want to visit their scenic highway.

## QUESTIONS & ANSWERS

There were no questions for Mr. Hanka at this time.

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## REFLECTIONS ON DAY ONE

Speaker:

Mariano Berrios, State Scenic Highway Program Coordinator

Mr. Berrios summed up the key points of what each speaker had impressed upon the group, and encouraged them to take advantage of the wealth of information and opportunities presented to them. The state of Florida, after much discussion, selected to call its program Florida Scenic Highway Program, rather than Byway, although it was brought up that all highways are not “scenic.”

He emphasized that each corridor in Florida needs to concentrate and to protect our resources, rather than just on the highways themselves. Partnerships are essential for a successful program to flourish. One of the ways to achieve this is to take advantage of the VISIT FLORIDA partnership. In addition, everyone should use the various websites discussed during the various sessions to gain valuable knowledge and inspiration.

Andy Nicol showed Power Point slides appropriately labeled, *Reflections on Day 1*. These slides consisted of a beautiful pictorial from the various scenes from the designated and eligible highway corridors. They all showed the essential resource of water and how the wildlife and the landscapes are reflected in them.

Mariano mentioned to the group to visit the Exhibitor tables set up outside of the conference room. Many of them, not only had fun give-aways, but were also a source of important information and the attendees were able to fill their bags (provided by VISIT FLORIDA) with hand-outs.

Finally, there was a reception that evening at the Indian River Lagoon House. A shuttle bus was provided to get everyone to the reception. The reception, which included food and entertainment, was sponsored jointly by the Marine Resources Council of East Florida and the Indian River Lagoon Scenic Highway Corridor Management Entity. This was a wonderful opportunity to network, get to know people from the other groups, and to see and learn about the amazing Indian River Lagoon House.

**EVENING RECEPTION**  
at the  
**INDIAN RIVER LAGOON HOUSE**

Sponsored By:  
Marine Resources Council of East Florida and the  
Indian River Lagoon Scenic Highway



Conference attendees enjoying the Indian River Lagoon House boardwalk



Enjoying the band and dinner  
inside the Indian River Lagoon  
House



Marianne and Maryanne on the  
boardwalk



Mary, Donna and Mariano



Garry, Jim and Andy



Garry and Beatrice enjoying the view of the Indian River Lagoon



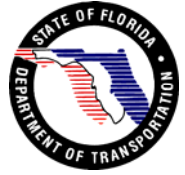
Marcia and Lynne Marie on the boardwalk



Indian River Lagoon House



U.S. Department  
of Transportation  
Federal Highway  
Administration



## 2006 FLORIDA SCENIC HIGHWAYS PROGRAM STATEWIDE CONFERENCE

# DAY TWO

# WELCOME BACK

Speaker:

Mariano Berrios, State Scenic Highway Program Coordinator

Mariano Berrios opened DAY 2 by stating that, “yesterday was a great day...the session and the reception were incredible! Thank you to everyone that made Day 1 such a great success.”

He continued by announcing that there would be four (4) sessions followed by a group brainstorming session that will give feedback on the future of the FSHP. He also announced that there will be a guided boat tour of the Indian River Lagoon after the sessions conclude for the day. He encouraged everyone to turn in their “Name that Scenic Highway” answer sheet at the registration desk or to one of the FSHP staff members. The winner would be announced at the end of the day and winners must be present to win. The grand prize is a free 2-night stay at this resort!

The Seashell guessing game winner will also be announced at the end of the day today, so get your guesses turned in. The winner will get a prize package that includes a 50% coupon for the Herlong Mansion Bed & Breakfast in Micanopy along the Old Florida Heritage Highway.

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# HIGHWAY BEAUTIFICATION GRANTS

Moderator:

Lynne Marie Whately, Carter & Burgess, Inc.

Speaker:

Jeff Caster, State Transportation Landscape Architect,  
Florida Department of Transportation

“Florida has the most beautiful highways in the nation. Highways that are carefully woven into Florida’s landscape; highways that are in harmony with the community, that preserve environmental, scenic, aesthetic, historic, and natural resource values of the area.”

Mr. Caster was born in the Garden State of New Jersey, and has been living in *La Florida*, a land of flowers for 29 years. He is a life-long conservationist and a Florida registered Landscape Architect. Jeff holds a BS in Community Development from Purdue University, a BS in Landscape Design from Florida A & M

University, and a Master of Landscape Architecture from Cornell University. He has been with the Florida Department of Transportation since 1993. Since 1997 he has also been an adjunct Assistant Professor of Landscape Architecture at Florida A&M University, School of Architecture. In addition, he is the immediate past president, Florida Chapter, American Society of Landscape Architects, and Vice Chair of the Florida Wildflower Advisory Council.

Mr. Caster enlightened the attendees with how landscaping and plantings for their corridors can be as close as a grant away. FDOT provides funding for landscaping, which is the Symbol of the Highway Beautification Program. \$500 million for beautification programs has been appropriated, so it is up to everyone to see what can be accomplished with this money. This is broken down to 1.5% for conservation and beautification; Florida Highway Beautification Council Grants; and Wildflower Grants.

As contained in the **Constitution of the State of Florida, Article II, Section 7**, Natural resources and scenic beauty...(a) It shall be the policy of the state to conserve and protect its natural resources and scenic beauty. In **Section 334.044 (26) Florida Statute**, the department shall have the powers and duties to provide for the conservation of natural roadside growth and scenery and for the implementation and maintenance of roadside beautification programs. To accomplish this...no less than 1.5% of the amount contracted for construction projects shall be allocated by the Department to beautification programs.

An overview of the **FDOT Highway Beautification Program**: Since the 1998 passage of the statutes, FDOT has spent \$150 million. We are looking forward to the amount of \$500 million to be spent on beautification during the next 20 years. It is recommended that you outline these Florida Statutes when negotiating with the State of Florida regarding each of your Scenic Highways. We all can only speculate what can be accomplished in the State of Florida with 12,000 miles, 186,000 acres, 20 years, and \$500,000,000.

Mr. Caster emphasized that Florida can have the most beautiful highways in the nation. These highways can be safe and durable, while being ecologically and economically sustainable. Florida can increase their return on its investment in roadside beautification. We can place increased emphasis on conservation and have naturally beautiful highways. Also, we can integrate beautification (beauty), not department processes and programs, and make beauty everyone's business. "There is still much WORK TO DO- for the future environment will be what we make it; by design or by mistake."

Mr. Caster explained vital information regarding the application for grants up to \$300,000 mark. FDOT has just simplified the application process, with the Deadline: October 1, 2006. Any local government is eligible to apply for these grants. There is a Grant Coordinator for each FDOT District, and further information can be found on the website: [www.dot.state.fl.us/emo/beauty](http://www.dot.state.fl.us/emo/beauty).

The following are 10 attributes of the Florida Highway Beautification Council Grants: 1) aesthetic value and imaginative conceptual design; 2) level of local support and community involvement; 3) cost effectiveness; 4) feasibility and ease of installation and maintenance; 5) contribution to improvement of environmental conditions, including litter prevention, erosion control, visual screening, and noise abatement; 6) use of Florida native wildflowers, and diversity of other desirable and hybrid native, or noninvasive plant species; 7) emphasis on low maintenance and water conservation; 8) use of recycled materials such as mulch, reuse water, or solid yard waste compost; 9) contribution to an area wide or regional beautification plan; and 10) value to the community.

The *Coreopsis* (13 species native to Florida) is the Florida's State Wildflower. This flower is found on one of the various Florida's Specialty License Plates. The fees collected by the state so far total over a million dollars, and out of this amount, \$300 K in *Grant Money* has already been awarded. Mr. Caster drove home the point that last year, NO ONE WHO APPLIED FOR A GRANT WAS TURNED DOWN! There are Wildflowers Everywhere, and everyone should take advantage of the Research, Education, and Planting grants available.

The following is a list of Eligibility requirements to apply for these grants: You must be an educational institution; public or private non-profit organization; government entity; community based organization; any association or person (s) in Florida whose project will further the goals of the Florida Wildflower Advisory Council and the Florida Wildflower Foundation, Inc.; education programs; and grant programs to municipal county & community based groups in this state.

The Grant Application Process Schedule is as follows:

- **July** – Grant Applications must be received no later than *July 31* with early submissions welcome.
- **August** – Review of proposals by Committees.
- **September** – Review and Ranking of Proposals by Council and Foundation Members, followed by the Award Notifications.
- **October** – Award Acceptance Letter and disbursement of funds.

*“One person can make a difference, everyone should try”.*

John Hume Peace Maker Northern Ireland

## QUESTIONS & ANSWERS

**Question-** What do the grants pay for?

**Answer-** Grants pay for plants, installation, irrigation, including mulch. A 50% match is common, and is usually used for the design portion.

**Question-** Is there some way to earmark the money so it can be used for the Scenic Highways?

**Answer-** Jeff Caster and Mariano Berrios are currently speaking to people at FDOT about this issue.

**Question-** Regarding the maintenance on state roads – why couldn't the money be used for this purpose?

**Answer-** Right now it is the responsibility of local governments to maintain the projects at their own expense.

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## MEET THE SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC)

### Moderators:

Mariano Berrios, State Scenic Highway Program Coordinator  
Lynne Marie Whately, Carter & Burgess, Inc.  
Andy Nicol, Carter & Burgess, Inc.

### Speakers:

Shawn Hartzler, Florida Division of Forestry  
Kerri Post, VISIT FLORIDA  
Diane Quigley, Department of Community Affairs  
Brian Telfair, Federal Highway Administration

The “Meet the Scenic Highways Advisory Committee (SHAC)” session was one all the attendees were eagerly anticipating because it provided an opportunity to ask questions directly to the SHAC members. The responsibilities of the SHAC include: review and provide comments on ALL applications; forward a recommendation on ALL applications to the Secretary of the FDOT; review and rank National Scenic Byway Program Grants; and provide technical input to Corridor Groups and FSHP staff.

The SHAC consists of seven (7) members representing different State Agencies that have an interest in scenic highways and whose agency mission’s protect and preserve one or more of the intrinsic resources for which corridors are designated. The SHAC participated in the conference to answer questions, as well as shed some light on what they do as a committee, what they look for in applications, and what they would like to see groups work towards. The Four SHAC members who participated in the presentation:

Shawn Hartzler, Natural Resource Analyst, Florida Division of Forestry

Kerri Post, Vice President of New Product Development, VISIT FLORIDA

Brian Telfair, Division Coordinator for Scenic Byways, Federal Highway Administration

Diane Quigley, Project Manager & Senior Planner,  
Department of Community Affairs

The SHAC members were asked to address specific questions and provide feedback for the audience members:

### What does your experience bring “to the table” when reviewing and commenting on an application?

- Land Use Changes
- Tourism



(Left to Right)  
Brian Telfair  
Diane Quigley  
Mariano Berrios (center)  
Kerri Post  
Shawn Hartzler

- Transportation issues and planning
- Geology
- Outdoor Advertising control

What could groups do to make the applications easier to read and review?

- Lots of pictures and graphics
- Be sure to have a lot of people review it for typos, etc. before submitting
- Increased use of tabs for easy identification of sections
- Good organization
- “Paint a picture” for us
- Answer “what is there now and where you want to take it over the next 20 years”
- Have a good CME and CAG to support you
- Keep in mind that you are more familiar with application– make it an easy read

What makes for a strong letter of support, and how many do you like to see in an application?

- Include letters from local residents and business owners
- Include Chambers of Commerce and your Tourist Development Council
- Demonstrate support from Visitor’s Bureau and other marketers of area\
- Do not use cookie cutter letters
- Include more than one letter. A representative sample compared to the length or complexity of your corridor.
- Include a good mix of letters from a variety of people.
- Make sure the letters are fairly current
- Demonstrate that you are a well established group that meets regularly, getting good products, and producing something from their meetings.

What characteristic or resources best describe your vision for a Designated Florida Scenic Highway?

- Resources close to highway and accessible
- Highway should tell a story
- Efforts to protect natural resources
- Sense of place is ultimate vision
- Preservation and promotion
- Don’t be generic

What do you see for the future of the Florida Scenic Highways Program?

- With urbanization in some areas of the State, the SHAC may need to be more selective in approving designations.
- May need to develop more criteria to assist the SHAC in their reviews.
- The protection of resources and growth will be highly important.
- Further “branding” of the Program Logo so it’s a recognizable brand that denotes for travelers a level of interpretation and quality of experience.
- Growth management and the preservation of resources.
- Optimistic about how people work together.

- A re-examine of the application process to see if it can have details and backup, yet make it easy to read and complete.

#### How does the SHAC look at NSB Grant Applications? What are the common pitfalls and advice?

- Be sure the project clearly fits the grant criteria
- Make as clear as possible and show how it will benefit the byway
- Some grants are not quite ready to be submitted because the local organization isn't very strong
- Make sure your grant paints a good picture of what you want and where you hope to take the project if funded
- Include details in the project budget and marketing plan
- Be specifics
- Include letters of support for the grant, not just for the byway

#### What type of other grants exist and accomplish the mission of the FSHP?

- VISIT FLORIDA marketing grants are available to help website enhancement, advertising, and other marketing efforts
- Division of Forestry Grants

## QUESTIONS & ANSWERS

**Question** – How do CAG/CME show the SHAC that they are organized and active?

**Answer** – One of the best ways to do this is to complete the annual reports, which the SHAC reviews. Also, apply for grants and hold regular meetings.

**Question** – What is the SHAC's advice on corridor's that cross county or FDOT District lines?

**Answer** – Highways that cross through county or district lines do not mean anything to a visitor. You need to work collectively to form a seamless group.

**Question** – Where do you rank your SHAC tour of a corridor in the eligibility process?

**Answer** – The main purpose of the SHAC tour is to provide the SHAC with an up-close look at the proposed Scenic Highway. The SHAC does not rely solely on the tour when evaluating the corridor's applications. The application has the most weight in the review process.

## ESTABLISHING A DONOR PACKAGE

Moderator:

Andy Nicol, Carter & Burgess, Inc.

Speakers:

Wanda Maloney, Corridor Impressions

Frances Kidd, Fundraising Consultant

Wanda Maloney is a scenic byway consultant who has spent her career implementing community-based, transportation-related programs. In 2005, she founded Corridor Solutions, a consulting firm specializing in policy, planning, and development services for Scenic Byways. Her clients include the AIA Scenic & Historic coastal Byway and the America's Byways Resource Center.

“What is ever considered enough money? Just a little bit more. We all understand that money gets things done along our corridors and we are always trying to find new ways to fundraise.”

Ms. Maloney began her presentation by stating the importance of the two topics to be covered, which included: 1) demystify the major donor, and 2) describing the components and purpose of a donor package.

Ms. Maloney presented a pie chart from 2004 showing a breakdown of sources for philanthropic contributions. It was interesting to note that individual contributions made up 75.6%, with the remaining being 11.6% from foundations; 8% from bequests; and 4.8% by corporations for a total of \$248.52 billion. Scenic Byway organizations have to develop varied sources of funding and not rely on one source only. The importance of major donors was illustrated in the pie chart by showing that 75% of donations went to non-profit groups from individuals. Implementation plans are crucial for groups to find funding, but these require administration, and it is hard to find money in the group to accomplish this.

### Demystify the Major Donor

Frances Kidd, the next session speaker, is a nationally known fundraising consultant with over twenty year's experience. She currently serves as an advisor to non-profit and political organizations, primarily in the areas of major donor strategy, board development, strategic planning and overall development and special event production.



Wanda Maloney,  
Corridor Impressions

She engaged the audience by asking the question, “How many people enjoy fundraising?” Not surprisingly, only one person raised their hand. Ms. Kidd went on to explain some vital information for the group regarding their fundraising, which began with **Elements of a Successful Solicitation**. This includes research, evaluation, planning, and cultivation. The question that everyone wants to know is: **How much money do I ask for?** It was pointed out that it is advisable

to always suggest a specific amount and the amount should be proportionate to what others are being asked. Also, it should be comfortable to the prospect. Some suggestions for **solicitation tips** given were, to state your case, make your request, and above all, **BE QUIET!** Do not try and do/say to much. Be clear and prepared, and most of all, be positive and encouraging. Make the potential donor feel that your cause is a good one and one worth investing in.



Frances Kidd,  
Fundraising Consultant

Ms. Kidd stated that getting the donor engaged in your project or your purpose is vital to the success of your request for funding. Vital elements presented by Ms. Kidd for **Engaging the Donor**, include to recognize, inform, involve, solicit, report, and most importantly to thank the donor. The donor wants his/her donation or contribution to make a difference and to be noticed. They also want to be reassured that the contribution is being spent on the items that were agreed upon initially, and this is done through thorough reporting and updates. Also, be sure and keep the donor involved in the process. Do not push the donor to be involved more than they may want to, but let them know that they are part of something good and meaningful.

The first step in the process of soliciting a major donor is to make a **Case Statement**. Let them know who you are, what you do, and why it's important. Continue with your **Mission Statement** and your list of **Accomplishments**. Accomplishments will sell your case to the potential donor. Be sure to be clear about your accomplishments and include photographs and/or video to back-up your case. You want the potential donor to really see what your group has done and how it looks in the real world, not just on paper.

**Other Materials to Include** are to list your Board of Directors, group members with their contact information, and have a separate sheet displaying Member Benefits to the donor (this could include a card with a picture and quote saying "We're Honored to be Friends of the AIA Scenic & Historic Coastal Byway", and a sheet listing your group's future projects. Other materials to include are a membership application and return envelope with postage.

#### Some Helpful Fundraising Information:

- Don't be offended if they turn you down – "No" may actually mean "Later"
- Thank you letters – these can be put into your newsletter
- Use lots of high quality photos
- Include a list of accomplishments – how much funding to date, # of volunteers or hours
- Include a proven track record of successes
- List board members by name and occupation/affiliation
- Show donor benefits and future projects
- Provide for different levels of contribution
- Include an application with return envelope and include postage



## QUESTIONS & ANSWERS

**Question-** Do you have to be a non-profit entity to solicit funds?

**Answer -** This depends on tax consequences. Some funds will only be given to non-profit entities, while others are open to anyone. You can always piggyback on another non-profit organization for funding opportunities.

**Question-** If someone is known to make donations regularly how would one go about approaching this person or corporation?

**Answer-** Find out what they are interested in first and see if this fits your agenda. Find out what are the methods for contacting that person or corporation. If possible, try and speak to previous groups that were funded by the same person or corporation and get some details.

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## CREATING A POWERFUL SCENIC HIGHWAY COALITION

Moderator:

Garry Balogh, District 5 Scenic Highways Coordinator  
Florida Department of Transportation

Speaker:

Jim Egan, Indian River Lagoon Scenic Highway and the Executive Director of  
the Marine Resources Council of East Florida

“We are all aware of the difficulties in keeping momentum alive with any group. Our Scenic Highway CMEs rely solely on the efforts and volunteer time of our members and keeping momentum alive.”

Jim Egan began his presentation on Creating a Powerful Scenic Highway Coalition by stating that unifying a group and keeping them active and involved is not an easy task. Mr. Egan explained how his scenic highway group, the Indian River Lagoon Scenic Highway, began and the lessons that they learned along the way. In 1999 several community members

met to form a Scenic Highway Advocacy Group for the Indian River Lagoon Scenic Highway, and only one year later, the Scenic Highway was designated. This may not be the typical timeframe for the formation and designation of a Scenic Highway. It was a difficult and challenging road for the Indian River Lagoon Scenic Highway CME, but the outcome was a result of lots of hard work, but most importantly, it was achieved by getting the community involved and letting them have fun.

Jim then reviewed some LESSONS LEARNED by explaining that coordinating two counties and fifteen cities was not an easy task. This was achieved by keeping all entities involved and in the “communication circle” at all times. Holding regular meetings is important, but more important is to make the meetings fun, engaging, and interesting. Jim suggested that keeping your members of the CME involved and educated will allow them to feel that the corridor is theirs to share with others and let them take ownership. He continued by stating that meeting the requirements of the Florida Scenic Highways Program (and later the National Scenic Byway Program) was not easy, and that following the required steps does not necessarily give you a strong coalition, though the requirements do help build a foundation. Customizing your group’s needs and wishes is the key and this takes foresight, involvement, and guidance. One must pay attention to the audience and the make-up of the CME. Asking questions and listening to the answers is very important to strengthen the roots of the CME.

After a group receives their Scenic Highway designation, or as Mr. Egan declared “So You Got the Scenic Highway Sign, Now What?” began with the fact that sadly many coalitions lose steam once the immediate goal of designation is achieved. Groups need to ask themselves, what gives them a strong coalition? Whether in business, government, or the local community, if there are no projects, no action, the interest soon fades. He showed an example of teen-agers doing plantings along the corridor, and emphasized that you need to get everyone of all ages involved in the Corridor Plan. By allowing the group to complete projects that are visible to the community gives

legitimacy to the CME and spurs interest. This is vital to the continued success of a Scenic Highway and the CME.

Jim then discussed the creation and purpose of the Indian River Lagoon Scenic Highway Corridor Management Plan (CMP). He emphasized that Corridor Management Plans should be more than just a chore or something that is done only to achieve designation. The Action Plans and Goals and Strategies that make up the CMP should specifically highlight exciting projects that would enhance or preserve the corridor's Intrinsic Resources, and enhance the experience of the traveler to the Scenic Highway. Instead of collecting dust, the CMP should become a blueprint for future projects and help leverage the funding necessary make those projects happen. An example of this is the Historic Melbourne Beach Pier, one of several million dollar historic restorations on the Indian River Lagoon Scenic Highway done through grants.



Jim Egan,  
Indian River Lagoon Scenic Highway  
and Executive Director of the Marine  
Resources Council of East Florida

Tourist interests are not the only potential partners out there. Historical societies make great partners, as do garden clubs and preservation societies. Historical restoration and historical education grants gain points for greater exposure and better public access if they are on a scenic highway. An example of this was shown by using native plants at the entrance into Palm Bay. This is part of a \$375,000 DOT-funded beautification project. Local Chapters of the Florida Native Plant Society are great partners in native beautification efforts and FDOT is a great source of funds. Get groups along the corridor and in the community involved and try and think “outside of the box” when your coalition is looking for new partners and members. This variety will help to create that strong coalition and involved membership.

“A Corridor Management Plan that covers efforts to preserve natural resources or remove invasive species demonstrates the need and prior commitment when seeking grant funding. Corridor Management Entities provide support letters and partnerships that demonstrate broad support can be sponsors of Management Plans specific to intrinsic resources.”

A Visitor Welcome Center, such as the Indian River Lagoon House, provides a focal point for events along the corridor and can also hold educational events and activities. The Indian River Lagoon Coalition has several monthly events at the Lagoon House aimed at educating the public and getting more people in the community involved in the future of the Indian River Lagoon and the associated Scenic Highway.

The Lagoon House is the main office for the Marine Resources Council, a conservation group that is active in natural resources restoration along the corridor. By renting space in the Lagoon House it pays for the day to day operations of the center. Joining with other coalitions can be a great benefit to all involved – both financially and organizationally.

Mr. Egan concluded his session by reiterating that in the end, EDUCATION is essential. The more groups you can educate about the practical benefits of Scenic Highway designation, the broader your coalition can be and the greater the opportunities for people to get involved.

## QUESTIONS & ANSWERS

There were no questions for Mr. Egan at this time.

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# SETTING FLORIDA SCENIC HIGHWAYS PROGRAM GOALS

## Moderators:

Mariano Berrios, State Scenic Highway Program Coordinator  
Lynne Marie Whately, Carter & Burgess, Inc.  
Andy Nicol, Carter & Burgess, Inc.

The final session of the conference was a Goal Setting Session. For this session the conference attendees broke into seven (7) groups, identified by seven (7) different colors, and were asked to brainstorm discussion items about the FSHP. The intent of this session was to provide feedback to the FSHP staff about things they like, dislike, or would like to see changed or implemented in regards to the FSHP. The results of this session provide a framework and “task list” for the future of the FSHP. The group wrote down all of their suggestions onto a large sheet of paper. At the end of the 30-minute discussion/brainstorming period one person from each group was to present their groups recommendations to the entire room. This elicited a lot of useful conversation and additional brainstorming and proved to be one of the most effective and useful sessions of the conference.

The following are the recommendations and comments presented by the seven (7) groups:



## PURPLE GROUP

1. It seems the program emphasis is too heavy on tourists; this should not be #1 – Emphasize local benefits more. Not all corridors want tourists or visitors. Some want preservation.
2. The FSHP should consider less restrictive requirements for the application process. We need to promote more Scenic Highways

throughout the state to help and prevent growth and developers from ruing our scenic corridors and communities.

3. There should be more focus on preservation and restoration in the Action Plan requirements of the Program Manual.
4. The FSHP should create more propaganda and marketing material for the FSHP.
5. Consider having CAG/CME representatives on selection committees for grant projects.

6. The FSHP should consider making more of an educational investment to clarify/promote the benefits of the program and to clarify any misconceptions. Maybe go to schools and teach about scenic highways and their benefits.
7. There should be no de-designation of corridors allowed by the public.

### GREEN GROUP

1. The scenic highway community and individual groups need more promotional items such as pins, shirts, DVDs, brochures, etc. for use by the CAG/CME.
2. Educational Materials – Provide for schools and civic groups
3. Establish a “Money Tree” that helps fund the program
4. Have another Statewide Conference ASAP – Some suggestions:
  - More Q & A time, especially with the SHAC
  - Types of Preferred Grant Projects
  - Have the DSHC present along with the SHAC
5. The FSHP should strive for enhanced communication:
  - State Program to Highways
  - Highway to Highway
6. Florida Scenic Highway blog would be nice to have
7. Florida Scenic Highway Website/Newsletter
8. Improved web site and easier internet address



### RED GROUP

1. Shorten the application review process:
  - Maybe the SHAC could be more accessible to help the groups with their applications
2. Have regularly scheduled SHAC meetings

3. FSHP – Have more seminars and workshops to teach the corridor groups about new topics and ideas that the FSHP staff may learn at a national level
4. Recognize stewardship or have an awards program
5. Simplify the application process

### BLUE GROUP

1. Regularly scheduled SHAC meetings would be a big help
2. The FSHP could create a 501c (3) template for CME's to use
3. Increase FDOT upper management support for FSHP/funding
4. Make a template for CME by-laws
5. Awards program for FSHP to showcase accomplishments and reward individuals and organizations (Best Practice, etc).
6. Shorten name of state website and make it easier to navigate
7. Create a forum or blog on the FSHP web site
8. Make the FSHP conference an annual event



Goal Setting Session

### YELLOW GROUP

1. More program support from the FDOT Secretary
2. SHAC needs to be more pro-active and have set meeting dates on a calendar
3. Need more training for CAG and CME's
4. The FSHP conference should move around the State

## BLACK GROUP

1. More guidance for groups after designation – Meetings/training on grants, group motivation, getting people involved
2. More time and access to SHAC – before and after granting periods – Frequent and set meeting schedule
3. Build in more review time for the grant cycle to allow groups to make changes to improve their grants
4. SHAC could encourage more system connectivity throughout the State
5. SHAC “Tours” of various scenic Highways – these could become a requirement of the program and the SHAC should have to attend
6. New FSHP internet address and web site
7. More support in dealing with resident/land owner/developer resistance
8. The FSHP could assist the groups in ways to get the most out of consultants to maximize costs. Maybe help create a clear scope of work for corridor groups to use for their consultants

## ORANGE GROUP

1. Have a set schedule for the SHAC meetings
  2. Improve the FSHP web site and create a shorter and more marketable address
  3. Simplify the FSHP application process
  4. Allow more time for future conferences, maybe two (2) full days. Allow more Q&A time as well.
  5. Have Conference and meetings more often
  6. Creation of a way-finding sign program for designated highways
  7. Address speed limits on scenic highways and how it conflicts with the scenic experience and landscaping
  8. Look at connectivity of byways across the state to create a full experience for travelers
-



## CLOSING REMARKS

Speaker:

Mariano Berrios, State Scenic Highway Program Coordinator

Mariano Berrios thanked the speakers, sponsors, exhibitors, participants, the Federal Highway Administration, and the Florida Department of Transportation staff for their support and hard work in making this conference such a great success. The networking and partnership building that occurs during the conference is a tremendous asset to the scenic highway community. Mr. Berrios remarked that “Without all of you the program would not be in existence. You make the FSHP successful and a program that people are proud to say they are a part of”.

*“Thank you very much to all of the sponsors and exhibitors for making this conference a great success. Thank you to everyone for all of your hard work and amazing dedication. Your efforts do not go un-noticed!”*

Mariano Berrios,  
State Scenic Highway Program Coordinator

## ATTACHMENTS

# List of 2006 FSHP State Conference Attendees

Last	First	Company / Organization	Address 1	Address 2	City	State	Zip Code	Work Phone	E-mail Address
Balogh	Garry	FDOT-Environmental Management Office	719 S. Woodland Avenue	MS 4-501	Deland	FL	32720	386-943-5393	<a href="mailto:garry.balogh@dot.state.fl.us">garry.balogh@dot.state.fl.us</a>
Bannerman	Claire	Walton County District 5	90 Spires Lane	Unit 7-A	Santa Rosa Beach	FL	32459	850-622-3059	<a href="mailto:bannerwoman@mchsi.com">bannerwoman@mchsi.com</a>
Berrios	Mariano	FDOT	605 Suwannee Street	MS-37	Tallahassee	FL	32399	850-414-5250	<a href="mailto:mariano.berrios@dot.state.fl.us">mariano.berrios@dot.state.fl.us</a>
Booth	Kristee	EMS	719 S. Woodland Blvd.	MS-4-501	Deland	FL	32720	386-943-5036	<a href="mailto:kristee.booth@dot.state.fl.us">kristee.booth@dot.state.fl.us</a>
Briggs	Cathy	Apalachicola National Forest	57 Taff Drive		Crawfordville	FL	32327	850-926-3561	<a href="mailto:cbriggs@fs.fed.us">cbriggs@fs.fed.us</a>
Burns	Glenn	Burns Consulting	16158 Hillside Circle		Montverde	FL	34756	407-469-3201	<a href="mailto:burnsgis@comcast.net">burnsgis@comcast.net</a>
Caicedo	Beatriz	FDOT	3400 West Commercial Blvd.		Ft. Lauderdale	FL	33309-3421	954-777-4336	<a href="mailto:beatriz.caicedo@dot.state.fl.us">beatriz.caicedo@dot.state.fl.us</a>
Cantrell	Marsha	Brevard County Parks & Recreation Dept.	2725 Judge Fran Jamieson Way	Suite 203	Viera	FL	32940	321-633-2046	<a href="mailto:mcantrell@brevardparks.com">mcantrell@brevardparks.com</a>
Caster	Jeff	FDOT	605 Suwannee Street		Tallahassee	FL	32399-0450	850-410-5267	<a href="mailto:jeff.caster@dot.state.fl.us">jeff.caster@dot.state.fl.us</a>
Chance	Marsha	Environmental Services, Inc.	7220 Financial Way	Suite 100	Jacksonville	FL	32256	904-470-2200	<a href="mailto:mchance@esinc.cc">mchance@esinc.cc</a>
Cornwell	Mary	Wm. Bartram Scenic & Historical Hwy.	2652 State Road 13		Switzerland	FL	32259	904-287-1057	
Crim	Bob	FDOT-Environmental Management Office	605 Suwannee Street		Tallahassee	FL	32399-0450	850-410-5891	<a href="mailto:bob.crim@dot.state.fl.us">bob.crim@dot.state.fl.us</a>
DaSilva	Meredith	VISIT FLORIDA	661 E. Jefferson Street	Suite 300	Tallahassee	FL	32301	850-488-5607 X376	<a href="mailto:meredith@VISITFLORIDA.org">meredith@VISITFLORIDA.org</a>
Delaney	Diane	Applied Sustainability Enterprises	P.O. Box 1210		Panacea	FL	32346-1210	850-984-0662	<a href="mailto:didelaney@msn.com">didelaney@msn.com</a>
Denan	Sheryl	Baskerville-Donovan, Inc.	8255 N. Wickham Road	Suite 100	Melbourne	FL	32940	321-254-3663	<a href="mailto:sld@bdi-ae.com">sld@bdi-ae.com</a>
Egan	Jim	Marine Resources Council	3275 Dixie Highway, NE		Palm Bay	FL	32905	321-725-7775	<a href="mailto:council@mrcirl.org">council@mrcirl.org</a>
Eichenlaub	Sue	Brevard County Parks & Recreation Dept.	2725 Judge Fran Jamieson Way		Viera	FL	32940	321-633-2046	<a href="mailto:seichenlaub@brevardparks.com">seichenlaub@brevardparks.com</a>
Ford	Tim	City of Palm Bay C.R.A.	5240 Babcock St., NE	Suite 201	Palm Bay	FL	32905	321-952-3426	<a href="mailto:fordt@palmbayflorida.org">fordt@palmbayflorida.org</a>
Fordyce	Heath	City of Haines City	502 Hinson Avenue		Haines City	FL	33845	863-421-9932	<a href="mailto:hfordyce@ci.haines-city.fl.us">hfordyce@ci.haines-city.fl.us</a>
Giffen	Randy	Sarasota Surrey Company	2146 Pine Terrace		Sarasota	FL	34231	941-925-3237	<a href="mailto:rush58@verizon.net">rush58@verizon.net</a>
Godfrey	Donna	St. Johns County Planning Division	4020 Lewis Speedway		St. Augustine	FL	32086	904-209-0589	<a href="mailto:dgodfrey@co.st-johns.fl.us">dgodfrey@co.st-johns.fl.us</a>
Goldman	Marcia	Carter & Burgess, Inc.	1000 Legion Place	Suite 1400	Orlando	FL	32801	407-514-1424	<a href="mailto:marcia.goldman@c-b.com">marcia.goldman@c-b.com</a>
Hanka	Henry	America's Byways Resource Center	227 West First Street	Suite 610	Duluth	MN	55802	218-625-3306	<a href="mailto:hhanka@byways.org">hhanka@byways.org</a>
Hartzer	Shawn	Florida Division of Forestry	3125 Conner Blvd.	# C-25	Tallahassee	FL	32399	850-414-9955	<a href="mailto:hartzes@doacs.state.fl.us">hartzes@doacs.state.fl.us</a>
Herrington	Bob	Sarasota / Manatee Metro. Planning Org.	7632 15th Street East		Sarasota	FL	34243	941-359-5772	<a href="mailto:bherrington@sarasota-manateempo.org">bherrington@sarasota-manateempo.org</a>
Hoaglund	Wes	GAI Consultants, Inc.	618 East South Street		Orlando	FL	32801	407-423-8398 X3048	<a href="mailto:w.hoaglund@gaiconsultants.com">w.hoaglund@gaiconsultants.com</a>
Holleran	Teri	City of Ormond Beach	22 South Beach Street	P.O. Box 277	Ormond Beach	FL	32175-0277	386-676-3343	<a href="mailto:holleran@ormondbeach.org">holleran@ormondbeach.org</a>
Hurley	Joanne	FDOT - Turnpike Enterprise	6638 Suncoast Parkway	P.O. Box 1409	Land O' Lakes	FL	34639-1409	813-558-1117 X 12	<a href="mailto:joanne.hurley@dot.state.fl.us">joanne.hurley@dot.state.fl.us</a>
Ismart	Carolyn	FDOT- Environmental Management Office	605 Suwannee Street		Tallahassee	FL	32399-0450	850-410-5899	<a href="mailto:carolyn.ismart@dot.state.fl.us">carolyn.ismart@dot.state.fl.us</a>
Jonson	Bill	City of Clearwater	112 South Osceola Avenue		Clearwater	FL	33756	727-562-4050	<a href="mailto:bill.jonson@myclearwater.com">bill.jonson@myclearwater.com</a>
Kern	Arlene	FDOT Traffic Engineering & Operations	605 Suwannee Street	MS 36	Tallahassee	FL	32399-0450	850-410-5418	<a href="mailto:arlene.kern@dot.state.fl.us">arlene.kern@dot.state.fl.us</a>
Kidd	Frances	CS Corridor Solutions	13151 SW 3rd Lane		Newberry	FL	32669	770-253-6268	<a href="mailto:franceskidd@aol.com">franceskidd@aol.com</a>
Kitahara	Victoria	Walton County Board of County Commissioners	90 Spires Lane	Unit 7-A	Santa Rosa Beach	FL	32459	850-622-3059	<a href="mailto:kitvicki@co.walton.fl.us">kitvicki@co.walton.fl.us</a>
Kordek	Ryan	Polk Transportation Planning Organization	330 West Church Street	Drawer TS-05	Bartow	FL	33830	863-534-6558	<a href="mailto:ryankordek@polk-county.net">ryankordek@polk-county.net</a>
Kornel	S. Laureen	County of Volusia	123 West Indiana Avenue		Deland	FL	32720-4604	386-736-5959 X2025	<a href="mailto:lkornel@co.volusia.fl.us">lkornel@co.volusia.fl.us</a>
Lavoie	Manon	FDOT District One	1840 61st Street		Sarasota	FL	34243	941-359-7311	<a href="mailto:manon.lavoie@dot.state.fl.us">manon.lavoie@dot.state.fl.us</a>
Leeks	Gladys	Broward County NPRD/Transporation Planning Division	115 S. Andrews Avenue	RM 329H	Ft. Lauderdale	FL	33301	954-357-6659	<a href="mailto:gleeks@broward.org">gleeks@broward.org</a>
Lesh	Don	Applied Sustainability Enterprises	P.O. Box 1210		Panacea	FL	32346-1210	850-984-0663	<a href="mailto:donaldlesh@aol.com">donaldlesh@aol.com</a>
Lowenstein	Cathy	Division of Forestry	5458 N. Highway 17		Deleon Springs	FL	32130	386-985-7820	<a href="mailto:lowensc@doacs.state.fl.us">lowensc@doacs.state.fl.us</a>
Maloney	Wanda	CS Corridor Solutions	13151 SW 3rd Lane		Newberry	FL	32669	352-333-3733	<a href="mailto:wmaloney@corridorsolutions.net">wmaloney@corridorsolutions.net</a>
McNeil	Marianne	Scenic AIA Pride	3 Andover Drive		Palm Coast	FL	32137	386-447-1329	

Last	First	Company / Organization	Address 1	Address 2	City	State	Zip Code	Work Phone	E-mail Address
Michael	Forest	TranSystems	1347 Palmetto Avenue #2		Winter Park	FL	32789	407-644-6777	fgmichael@transystems.com
Miller	Debrah	FDOT - District 2	1109 South Marion Avenue		Lake City	FL	32025-5874	386-961-7793	debrah.miller@dot.state.fl.us
Moorhead	Ted	Indian River Lagoon Scenic Hwy Coalition	2571 Vernon Drive, NE		Palm Bay	FL	32905	321-723-1858	moorhead@inter-networks.net
Nanek	Jennifer	Lake Wales Depot Museum	325 S. Scenic Highway		Lake Wales	FL	33853	863-678-4209	thedepot@cityoflakewales.com
Nicol	Andy	Carter & Burgess, Inc.	1000 Legion Place	Suite 1400	Orlando	FL	32801	407-514-1467	andrew.nicol@c-b.com
Owens	Eve	City of Palm Bay	120 Malabar Road SE		Palm Bay	FL	32907	321-733-3063	owense@palmbayflorida.org
Pagan	Kathleen	Alachua Co. Dept. of Growth Management	10 SW 2nd Avenue	3rd Floor	Gainesville	FL	32601-6294	352-374-5249	kpagan@alachua.fl.us
Portwood	Pam	Wakulla County	P.O. Box 309		Crawfordville	FL	32326	850-926-0909	pportwood@mywakulla.com
Post	Kerri	VISIT FLORIDA	661 E. Jefferson Street	Suite 300	Tallahassee	FL	32301	850-488-5607 X355	kpost@VISITFLORIDA.org
Quigley	Diane	State of FL Dept. of Community Affairs	2555 Shumard Oak Blvd.		Tallahassee	FL	32399-2100	850-488-4725	diane.quigley@dca.state.fl.us
Renna	Vickie	St. John County Planning Dept.	4020 Lewis Speedway		St. Augustine	FL	32080	904-823-2519	vrenna@co.st-johns.fl.us
Richardson-Drevniok	Donna	River & Sea Scenic Highway	6 Ocean Vista Lane		Palm Coast	FL	32137	386-446-0082	donnadbeach@earthlink.net
Rush	Natalie	City of Sarasota	P.O. Box 1058	Room 100A	Sarasota	FL	34230-1058	941-954-4180	natalie_rush@sarasotagov.com
Schulman	Matthew	National Scenic Byways Program	400 7th Street, SW	HEPN-50 RM 3232	Washington	DC	20590	800-429-9297	mschulman@byways.org
Seitlin	Janet	FDOT District 6	1000 NW 111 Avenue	Suite 6112	Miami	FL	33172	305-470-5826	janet.seitlin@dot.state.fl.us
Senger	Gregor	FDOT District 4	3400 West Commercial Blvd.		Ft. Lauderdale	FL	33309-3421	954-777-4336	gregor.senger@dot.state.fl.us
Simmons	David	David B. Simmons, P.L., Realtor	P.O. Box 168		Lake Wales	FL	33859-0168	863-224-1909	davidbsimmons@yahoo.com
Slayer	Oxo	Kimley-Horn & Associates, Inc.	1820 East Park Avenue	Suite 100	Tallahassee	FL	32301	850-309-0035	oxo.slayer@kimley-horn.com
Stahl	Brian	Baskerville-Donovan, Inc.	7175 Murrell Road		Melbourne	FL	32940	321-254-3663	bms@bdi-ae.com
Sumrall	Joe	Carter & Burgess, Inc.	1000 Legion Place	Suite 1400	Orlando	FL	32801	407-514-1462	joe.sumrall@c-b.com
Taddeo	Maryanne	Scenic AIA Pride	13 Andover Drive		Palm Coast	FL	32137	386-246-3967	
Tallevast	Renee	West Volusia Tourism Advertising Authority	200 East Rose Avenue		Orange City	FL	32763	386-775-2006	rwente@stjohnsrivercountry.com
Tatum	Monso	Pioneer Settlement-Barberville	1776 Lightfoot Lane		Barberville	FL	32105	386-749-2959	
Telfair	Brian	Federal Highway Administration- FL Div.	545 John Knox Road	Suite 200	Tallahassee	FL	32303	850-942-9650 X3060	brian.telfair@fhwa.dot.gov
Trotta	Al	Baskerville-Donovan	7175 Murrell Road		Melbourne	FL	32940	321-254-3663	
Vickers	Dawn	Marine Resources Council	3275 Dixie Highway, NE		Palm Bay	FL	32905	321-725-7775	council@mrcirl.org
von Hahmann	Jane	Commissioner - Manatee County	1112 Manatee Avenue West	1st Floor	Bradenton	FL	34205	941-745-3705	jane.vonhahmann@co.manatee.fl.us
Wallace	Jean	Pensacola Scenic Bluffs Highway	720 Bayou Blvd.		Pensacola	FL	32503	850-438-5855	hyperpointhouse@bellsouth.net
Wehr	Paula	Ormond Beach Scenic Loop	1229 Londonderry Circle		Ormond Beach	FL	32174	386-673-5332 HM	paulawehr@bellsouth.net
Welborn	Susan	Babson Park Visioning Group, Inc.	P.O. Box 1		Babson Park	FL	33827	863-638-7308	sueonthelake@aol.com
Whately	Lynne Marie	Carter & Burgess, Inc.	1000 Legion Place	Suite 1400	Orlando	FL	32801	407-514-1433	lynnemarie.whately@c-b.com
Wilson	Anne	Scenic AIA	5750 N. Oceanshore Blvd.		Palm Coast	FL	32137	386-445-2399	awilson@pcf.net
Wodrich	Tom	Polk Cty. Bd. Of County Commissioners - Long Range Planning Division	330 West Church Street	Drawer TS05	Bartow	FL	33831-9005	863-534-6486	tomwodrich@polk-county.net