

# FLORIDA SCENIC HIGHWAYS PROGRAM

## DSHC Conference Call

### Meeting Notes

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**DATE:** January 17, 2011

**TO:** District Scenic Highway Coordinators (DSHC)

**FROM:** Mariano Berrios, Program Administrator, Florida Scenic Highways Program

**CC:** Lynne Marie Whately, Andy Nicol, & Clint Eliason, TranSystems

**SUBJECT:** Florida Scenic Highways Program – DSHC Conference Call, January 6, 2011

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A Florida Scenic Highways Program – District Scenic Highway Coordinators conference call was held on Thursday, January 6, 2011 from 1:30-3:00 P.M. (EST). The purpose of the call was to discuss program and corridor updates, as well as other important issues regarding the Florida Scenic Highways Program.

**1:30 P.M. WELCOME and INTRODUCTIONS**

**1:40 P.M. FSHP General Program Report & Update**

#### NSB Grant Update

- “Soft-matching” Grants – The Program received feedback from FHWA on continued concerns about the lack of sustainability among Florida’s designation byways, causing the SHAC to limit the number of grants last year. Recent changes to State policies will now allow byway groups to utilize “soft match” funds for scenic byway grants. In a recent call with Cindi Ptak, it was conveyed to FSHP Staff that groups who use “soft-matching” would be viewed as not operating in a sustainable manner and therefore FHWA would be likely to rank any grants using “soft match” monies as the lowest priority grants. In FHWA’s perspective, it is the byway groups responsibility to come up with a match, and cash matches show the greatest sustainability. This discussion will bring about new rules for the upcoming grant solicitation, as the program will need to discourage CMEs from attempting to use “soft match” funds.
- Swapping money between projects within the District – NSB grants have a specific scope and fee; when projects are awarded, the money has to be used for the specific grant – it cannot be used for anything else. District Scenic Highways Coordinators need to work with the Work Program Offices to ensure money is not moved in associated NSB grant projects.
- Other Grant Issues – Program memorandums about grant issues and recommendations are located in the Resources Section on the Program Website.

#### FSHP Statewide Workshop 2011

- Scheduled for June 8-10, 2011 in St. Augustine – Lodging will be at the Hilton Historic Bayfront, while sessions will be at The White Room on Thursday, June 9 and at The Hilton Historic Bayfront on Friday, June 10.

- Agenda and times – A draft agenda will be sent to DSHCs for use with their travel requests. We will also put together a mission critical statement and get the specifics on how much money was set aside for DSHC to use for travel.
- Speakers Needed (Keynote Suggestions) – We have invited Cindi Ptak (FHWA) and we will extend an invitation to Congressman Mica (New Chairman of the Transportation Committee)
- Session Topics – We will be sending out a packet containing a call for speakers, exhibitors, and sponsors soon. Several speakers have already been identified/scheduled.

#### Training

- The Program staff requested ideas from the DSHCs for future training sessions. Several suggestions were provided:
  - Local Agency Program (LAP) – Bring in a District LAP Coordinator to host/present a workshop about LAP agreements, Joint Project Agreements (JPA), and Sub-recipient Agreements.
  - Continuity and how to maintain within an organization
  - How to improve assistance and communications with the CMEs
- A training session for new DSHCs was held on January 5<sup>th</sup>. The power point training slides have been uploaded to the Program Website.

#### Promo Items

- Additional water bottles and beach balls are available. If anyone needs promotional items for upcoming events, please email your request to Clint.

#### SHAC Meetings 2011

- SHAC 2011 Meeting Dates will be: February 9, June 8, and October 12, 2011. These are usually held on the second Wednesday every four months.

#### Conference Calls 2011

- Program 2011 Conference Calls will be: January 27, April 28, July 28, and October 27, 2011.

#### FSHP Website Update

- Tourist Website – The DSHC are encouraged to go to the website and add Stories, Pictures, etc. (encourage your CME groups to do so as well). We will be sending out prizes for the best story and pictures every month.
- Byways.org Updates Needed – Please check all of the designated highways in your District to make sure the information on this website is correct. Please let Clint know of any changes.

#### VISIT FLORIDA Partnership

- The FSHP is a partner with VISIT FLORIDA; however, membership for each individual CME will not be renewed due to cost. Each highway still has its own webpage on the VISIT FLORIDA site (under the Program's partnership), so let your CME know to go there and make sure the information is correct.

#### Other Marketing Ideas and Events

- New Florida Governor, Rick Scott, has stated that he wants Florida to be the largest tourist destination in the US. In line with this initiative, the Central Environmental Management Office (EMO) will develop a MEMO for each of the Districts identifying

how Florida's designated scenic highways are promoting tourism and economic development in the State.

- Welcome Center Day 2011 - We will let everyone know if there will be a Scenic Highway Day this year.

## **2:30 P.M. DISTRICT COORDINATOR UPDATES**

### District 1- Manon Lavoie, Jim Van Pelt

- Tamiami Trail – Windows to the Gulf Coast Waters
  - The Sarasota Local Regional Transportation Plan has planned improvements to SR 41 along the corridor.
- Bradenton Beach
  - The CME has been developing new gateways along the corridor, and dealing with parking issues.
  - The city has been adding sidewalks along the corridor.
- Lemon Bay/Myakka Trail
  - The CME has been working on roadside improvements and general clean-ups along the corridor.
  - The CME took possession of a county park and they have been taking care of it by doing general upkeep.
- Palma Sola
  - The CME is writing an extension application that will extend the highway into Holmes Beach. This will be submitted for the June SHAC Meeting.

### District 2- No Attendees

- A1A Scenic & Historic Coastal Byway
  - Wayfinding and Cell Phone Tour projects are being implemented currently (both from NSB funds).
- Florida Black Bear Scenic Byway
  - Master Plan Project RFQ was opened and the deadline for responses was December 3, 2010. They are currently going through applications. This project is funded through an NSB Grant.
  - Numerous improvements to the Fort Gates Ferry site are planned and being implemented.
  - There is an event called Cyclo Cross planned for January 23, 2011 along the corridor.
  - The CME is developing a PowerPoint presentation that is in the final stages. This will be used for presentations to the general public about the byway.
- J.C. Penney Memorial Scenic Highway
  - The CME has filed their incorporation paperwork and their 501(c)3 application for non-profit status.
  - The FSHP Signs are currently being installed along the corridor.
  - The highway's official designation celebration is planned for February 25, 2011.
- Old Florida Heritage Highway
  - The CME is ready to submit articles for incorporation and is working on their 501(c)3 application.
  - The CME is developing a new membership brochure to send out to potential members.

- There is a Bike Florida Event planned along the corridor on March 3, 2011, go to [www.bikeflorida.org](http://www.bikeflorida.org)
- Doc Hollywood Days will be in Micanopy on April 1 and 2, 2011.
- William Bartram Scenic & Historic Highway
  - No updates.

District 3- Ray La Fontaine, Erin Emmons (on behalf of Artie White), Kristee Booth

- Pensacola Scenic Bluffs
  - They have a new president of the CME, Jean Wallace.
  - There is a gateway at I-10 that is being developed by FDOT; this is getting close to being finished.
  - The Gaberrone Swamp along the corridor is currently being corrected and redone, in order to have better drainage.
- Scenic Highway 30A
  - The Friends of 30A have been developing potential stormwater improvements, and the implementation of sidewalks and bike paths – this will be submitted for grant funding consideration.
  - The Friends of 30A have developed stickers as promotional items and are distributing them along the corridor.
  - The CME is submitting a grant for transit along 30A that will shuttle people on the weekends.
  - The CME has been working with the county on their Comprehensive Plan Update to ensure there is guaranteed support and preservation along the corridor.
- Big Bend Scenic Byway
  - The CME is currently exploring other grant opportunities and working on their 501(c)3 application.

District 4- John-Mark Palacios

- Martin Grade
  - The CME submitted an Eligibility Application at the October SHAC meeting, which was approved. The CME will now move forward with the designation process.
- Broward A1A
  - There is a road improvement project that will lower the laneage from 6 to 4 and create a bike lane along the corridor.
  - The group is moving forward with implementation.

District 5- Garry Balogh, Mike Palozzi

- Ormond Scenic Loop and Trail
  - The CME received a Wayfinding & Interpretation Grant in FY2009. FDOT has chosen a consultant for this project.
- Green Mountain Scenic Byway
  - The CME submitted a corridor extension application at the October SHAC meeting, with the help of Glenn Burns (Burns Consulting). The extension application was approved and will be added to the existing corridor (pending secretary signature).

- Indian River Lagoon National Scenic Byway
  - Wanda Maloney (Corridor Solutions) helped the CME by providing contact with a known wildlife representative from Atlanta. The representative has been helping the CME with wildlife issues along the corridor.
- Heritage Crossroads
  - They are in the process of developing a new visitor center along the corridor.
- River of Lakes Heritage Corridor Scenic Highway
  - The Maytown Extension was reviewed by the SHAC at the October meeting and was approved. The extension will be added to the existing corridor (pending secretary signature).
- Scenic Sumter Heritage Byway
  - This is a new highway which had a Letter of Intent for review by the SHAC at the October Meeting. They have been allowed to proceed with eligibility.
- Halifax Heritage Byway
  - This is a new byway that is currently working towards eligibility.

#### District 6- Paul Moss

- Florida Keys
  - The CME is working with FDEP to put Scenic Highway materials in the kiosks on the Scenic Highway & Overseas Heritage Trail bike/pedestrian path.
  - The CME is cataloging all of the signs on US 1 in preparation for the Wayfinding Signage Project and to reduce sign clutter.
  - Other projects that are in progress in the corridor include the Key Largo Visitor Center, Key West Botanical Gardens Trailhead and Visitor Center, and the Higgs Beach Visitor Center (all in the design phase), and the Key Deer Refuge Transportation Planning Study is underway toward the development of their Visitor Center on US1.

#### District 7- Lori Snively

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

#### Turnpike- Stephanie Workman

- Suncoast Scenic Parkway
  - They have three events coming up along the corridor and the Suncoast Trail.
  - The group is looking for alternative funding sources to fund the 911 Project along the Suncoast Trail, which was originally done in Pinellas County.

### **3:00 P.M. FINAL THOUGHTS AND CONCLUSION OF CONFERENCE CALL**

The FSHP-DSHC Conference call concluded at 3:00 P.M.

