

Florida Scenic Highways Program

SHAC Meeting Minutes



Meeting Minutes

When: 1:30pm – 3:00pm (est)
January 16th, 2012

Where: Burns Building, Environmental Management Office
Lafayette Room (2nd Floor)
605 Suwannee Street, Tallahassee, FL 32399
Call in: 877.395.0954
Pin: 3854

A Scenic Highways Advisory Committee (SHAC) meeting was held on Wednesday Jan 16th, 2013 from 1:30pm – 3:00 pm at the Burns Building in Tallahassee, Florida. The purpose of the meeting was to give a program update to current SHAC members.

1:30 PM INTRODUCTION

The meeting opened with meeting attendee introductions:

- Robin Birdsong, Department of Environmental Protection (DEP)
- Jeannette Hallock-Solomon, Department of Economic Opportunity (DEO)
- Robert Jones, Department of State
- Anne Glick, Fish and Wildlife Conservation Commission
- Keith Bettcher, Department of Agriculture and Consumer Service
- Jeff Caster, Department of Transportation, State Scenic Highways Coordinator
- Andy Nicol, TranSystems
- J. Travis Johnson, TranSystems

On Phone:

- Mike Palozzi
- Wanda Maloney

Absent:

- Brian Telfair, Federal Highway Administration
- David Dodd, VISIT FLORIDA

1:40 PM FSHP Work Plan / 2012 FSHP ROI update

Discussion: Review of the ROI and Work Plan status along with an explanation of ROI study

- how survey sites were selected.
- ROI survey.
- how to present data to Byway groups to show benefits of a survey like this.
- selection criteria for byways and if byway distance affected site selection for surveys.

Action Item: The Work Plan and the ROI study will be presented in March 2013.

1:45 PM Florida Tourism Day (March 13th, 2013)

<http://www.floridastourismcounts.org/>

Discussion: previous activities conducted by the FSHP.

Action Item: Work with the Legislative Affairs office to promote the FSHP during Florida Tourism Day.

2:00 PM Florida Scenic Highways Day (April 5th, 2013)

Discussion: previous Florida Scenic Highways Days.

Action Item: Reach out to Corridor Management Entities to get letters of support for Florida Scenic Highways Day from their local governments.

Action Item: Reach out to Original Florida in efforts to promote the Florida Scenic Highway Program.

Action Item: Have Florida Scenic Highway Day every year on the same date.

2:15 PM General Program Updates

Discussion: status of current grants from the National Scenic Byway Foundation

Discussion: 2013 FSHP Conference. The SHAC discussed the need to have statewide or regional trainings.

FSHP Transition

Discussion: the transition to the new consultant team. Wanda Maloney and Mike Palozzi introduced themselves to the SHAC and gave a brief bio of their history working with Byway groups.

Discussion: current efforts to partner with AAA.

3:00 PM Closing Discussions / Next SHAC Meeting April 17th