

Florida Scenic Highways Program

Scenic Highways Advisory Committee (SHAC)

Meeting Minutes



Meeting Minutes

When: Wednesday, Oct 10th, 2012 - 1:30 to 3:30pm

Where: Room 479 of the Haydon Burns Building,
605 Suwannee Street, Tallahassee, FL 32399

A Scenic Highways Advisory Committee (SHAC) meeting was held on Wednesday Oct 10th, 2012 from 1:30pm – 3:30pm at the Burns Building in Tallahassee, Florida. The purpose of the meeting was to update the SHAC on current activities of the Florida Scenic Highways Program.

INTRODUCTION

The meeting opened with the members of the Scenic Highway Advisory Committee (SHAC) introducing themselves:

- Robin Birdsong, Department of Environmental Protection (DEP)
 - Jeannette Hallock-Solomon, Department of Economic Opportunity (DEO)
 - Bob Jones, Florida Department of State, Bureau of Historic Preservation
 - Anne Glick, Florida Fish and Wildlife Conservation Commission
- Missing
- David Dodd, Visit Florida

Others in attendance or via tele-conference:

- Jeff Caster, State Scenic Highways Coordinator
- J. Travis Johnson, TranSystems

Missing

- Brian Telfair, Federal Highway Administration (via teleconference)

Meeting started at 1:45pm

Mr. Caster thanked the attendees for coming to the meeting and gave an overview of the meeting agenda.

Mr. Caster led a group conversation about the 2013 Statewide Florida Scenic Highways Conference.

Action Items: It was decided by the SHAC to allow the Florida Keys Scenic Highway to host the 2013 Florida Scenic Highways Conference.

Additional Comments: The SHAC discussed the need for regional trainings and assistance.

Mr. Caster led a group conversation about Palma Sola Scenic Highway extension application. It was decided by the SHAC to start the process of reviewing the application for a 2nd time.

Action Item: Staff is to begin assisting the Palma Sola CME with extension application.

Mr. Caster and Robin Birdsong updated the SHAC about a recent meeting with Greenways and Grails.

Mr. Caster updated the SHAC about Central Office Florida Scenic Highways Day and District 5 Florida Scenic Highways Day.

Mr. Caster and the SHAC discussed the evolving role of the SHAC and the new emphasis on strategic partnerships.

Mr. Caster and David Dodd discussed the recent partnership meeting with VISITFLORIDA. Also David Dodd discussed the VISITFLORIDA grant program.

Action Item: Webinar planned for Scenic Highways.

Mrs. Hallock-Solomon discussed Block grants and strategic business tourism group with the Department of Economic Opportunity.

Mr. Jones discussed the Next Exit Historical sites phone application. Next the SHAC discussed smart phone Applications.

Mr. Caster and the SHAC discussed the status of the Florida Scenic Highways Program 2012 Work Plan.

Action Items: The SHAC will conduct a review of the 2012 Work Plan within 2 weeks of receiving the document. Then it will be reviewed by the CMEs, DSHCs, and the SHAC 1 additional time before it is finalized.

MISCELLANEOUS COMMENTS/DISCUSSION

NEXT SHAC MEETING

The next SHAC meeting will be held on 1/16/2013 at 1:30 pm at the Burns Building in Tallahassee, Florida.

ADJOURNMENT

The meeting concluded at 3:30 pm.