

# FLORIDA SCENIC HIGHWAYS PROGRAM

## 2010 Q1 Conference Call

### Meeting Notes



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**DATE:** January 28, 2010

**TO:** Florida Scenic Highways Community

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

**CC:** Wayne Gannaway, America's Byways Resource Center, Lynne Marie Whately, Andy Nicol, & Clint Eliason, TranSystems

**SUBJECT:** Florida Scenic Highways Program - 2010 1st Quarter Conference Call, January 28, 2010

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A Florida Scenic Highways Program conference call was held on Thursday, January 28, 2010 from 2:00-3:00 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.

#### **2:00 P.M. WELCOME and INTRODUCTIONS**

#### **2:10 P.M. DISTRICT COORDINATOR UPDATES**

District 1- No one from District 1

- No Updates

District 2- Kathleen Pagan

- Old Florida Heritage Highway
  - Florida Scenic Highway Day – The CME will set up a booth in Micanopy (they are not sure exactly where it is going to be yet), the Micanopy Re-enactors may perform along the corridor also, and the CME may be making a presentation for the Alachua Conservation Trust Stewards Banquet
  - They are developing a poster for display at the 2010 American Planning Association National Conference in New Orleans
  - Paynes Prairie Byway Grant received for improvements to the Prairie, work continues with this – beautification, clean-up, etc.
  - Old Florida Heritage Highway possible NSB Grant Applications for FY 2010
    - o Kiosks – funding to design/construct 2 kiosks along the corridor
    - o Gateway Signage at both ends of the corridor
    - o Construction Phase – Paynes Prairie Visitor Center
    - o Wood and Swink (Intrinsic Resource) improvements (tentative)
  - The group will be applying for a VISIT FLORIDA Grant to create a “Dial and Discover” website for the cell phone tours currently in the process of being developed
  - April 17 – the group will participate in the paint out Evinston event in Evinston, FL

- William Bartram Scenic & Historic Coastal Highway
  - They have a new brochure under development that is looking very good and has a beautiful design
  - They have a new website/design under construction that is going to look very good also
  - The group will soon be starting some viewshed analysis along the corridor to pick out the most scenic spots
  - The group will soon be starting a new video of oral histories (personal accounts from residents about the area and the past)
  - April 17 – The group will be participating in the annual Bartram Bash, which is usually held somewhere along the corridor
- A1A Scenic & Historic Coastal Byway
  - Florida Scenic Highway Day – The Friends of A1A will be helping TranSystems at the I-95 Welcome Center with outreach and promotion for the program and A1A Coastal Byway
  - May 1 – There will be an Educational Fair along the byway, the group is hosting this event
  - FHWA Grants previously awarded for Windswept Park improvements, Pope Road improvements and Northern Gateway & Kiosk improvements are all underway
  - Sallie O’Hara developed and prepared a brochure from the 2009 Annual Report
    - o This was very well done – great handout that illustrates the growth and accomplishments of the byway
  - Wayfinding and Cell Phone Tours bids were reviewed and selections were made – these two projects will also get underway very soon
  - The Friends of A1A had a Coastal Clean-up in conjunction with Disney; volunteers that helped for the day received passes to Disney for buy 1 get 1 free tickets
- J.C. Penney Memorial Scenic Highway (SR 16)
  - Final Designation package completed and will go to the SHAC for review at the Feb. 10 meeting
  - Preparations for the next phase of celebration and projects will be beginning, in anticipation of formal scenic highway designation
- Florida Black Bear Scenic Byway
  - Florida Scenic Highway Day – Group will set up their exhibit at the Wildcat Lake Recreation Area for a meet and greet with the public (not sure on the times yet)
  - March 27 – The group participate in Florida Black Bear Festival in Umatilla, FL
  - March 27 – 4<sup>th</sup> Annual Florida Wildflower Festival in DeLand – the group also hopes to have a table at this festival for outreach and promotion
  - A request for proposal (RFP) for the Master Plan is currently being developed – This is from an NSB Grant awarded to the highway in FY2009
  - Juniper Springs Trailhead design 90% complete
  - New brochure under consideration
  - The CME helped with an Ocala National Forest Clean-up day in conjunction with Disney; volunteers that helped for the day received passes to Disney for buy 1 get 1 free tickets

District 3- Vivian Shamel, Erin – Kimley-Horn

- Scenic Highway 30A
  - Florida Scenic Highway Day – The group will have a booth/event in Grayton on Friday (not sure exact spot and times yet), as well as different sites along the corridor set up for outreach with the corridor video playing; the Group will be set up at numerous resources (have yet to determine which ones) on Saturday and will have a walk/ride event at a main site along the corridor also
  - The new scenic highway website they have been developing is now up and running
- Big Bend Scenic Byway
  - The CME is in the process of working on their Wayfinding and Interpretation Plan
  - The CME is also working on a Marketing Plan for the scenic highway
- Pensacola Scenic Bluffs
  - The CME has been hosting a historical/area lecture series about the areas around the scenic highway, which they are currently continuing

District 4- Gladys Leeks, Beth Kuttner, Edward Defini

- Broward A1A
  - The CME had over 120 people at their Designation Ceremony held on November 18
  - The CME is coordinating more designation events to be held the entire week of Florida Scenic Highway Day, at different communities along the corridor
  - The CME is also developing and working on new website
- IRL-Treasure Coast
  - In the process of reforming group and getting active again

District 5- Glenn Burns, Kristee Booth, Friends of A1A Member

- Ormond Scenic Loop and Trail
  - The CME received a Wayfinding & Interpretation Grant in FY2009, working on getting the funding to get the project started
- Green Mountain Scenic Byway
  - The CME is working on a corridor extension, with the help of Glenn Burns (Burns Consulting)
  - Working on an Oakland Urban Forestry Grant to help preserve areas of forest along the scenic highway
  - The CME will be participating in an outreach event soon in Winter Garden
  - There is a Recreational Trail that parallels the scenic highway; the CME is looking to extend it currently
- Indian River Lagoon National Scenic Byway
  - 2 Corridor Extensions were approved in 2009, they will have a bus tour in the near future highlighting these extensions
- Heritage Crossroads
  - No updates
- River of Lakes Heritage Corridor Scenic Highway
  - Received a Marketing Grant from the NSB FY 2009 Grants, working on getting the funding from that to get the project started

District 6- Jane Tallman

- Florida Keys
  - March 25 – will have a Grant Expo to put interested parties in touch with grant writers and will discuss NSB Grant eligibility
  - Florida Scenic Highway Day – will have booths set up at two of the visitor’s centers along the corridor (they are not sure which ones and at what times)
  - The corridor alliance is currently developing a wayfinding plan with FDOT, in conjunction with the Overseas Heritage Trail

District 7- Lori Snively, Bill Jonson

- Courtney Campbell Scenic Highway
  - City of Tampa has adopted the CME’s Goals, Objectives and Strategies into their Comprehensive Plan
  - The multi-use trail located along the scenic highway will be resurfaced soon and the design is underway for that

Turnpike- Steven Diez

- Suncoast Scenic Parkway
  - Florida Scenic Highway Day – Attendants at each of the 3 toll plazas along the Suncoast Parkway will provide the motorists with a Florida Scenic Highway Brochure; Set up an information booth at the SR 50 trailhead where they will distribute “grab bags” with promo items, brochures and maps; the local media will also be utilized to publicize the activities
  - The Hernando portion of the Suncoast Trail was just resurfaced
  - The US 98 trailhead is going out for bid on the design soon, this will be a new trailhead located along the corridor

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

- NSB Grant Program Update – Awarded Grants
  - Approved Grant Funding from 2009 can be allocated to projects that are “ready-to-go”
  - FHWA/NSB hopes to announce solicitation for 2010 grants within the next 2 weeks
  - Call with Cindi Ptak about Ineligible Grants from 2009 – they were critical of the grants turned in from Florida, her comments will be sent out as a memo, there may be a change in the process within the state
- FL Scenic Highway Day – March 26, 2010
  - We will be at I-75 and I-95 Welcome Centers, D3 Coordinator will be at I-10 Welcome Center
  - The Program will also be paying for a small media campaign which will include information about what every group around the state will be doing
- Florida Wildflower Festival – In DeLand on March 27, 2010
  - We (FSHP) will present to the Wildflower Foundation on March 26, about the program and how the FSHP and Wildflower Foundation can work together
- Training Needs/Promo Items
  - Will be scheduling new training soon for all coordinators, and CME’s
  - Just had a SHAC training with all new members that went very well

- New promo items are currently being ordered
- If anyone needs promo items let Clint Eliason know ([ccliason@transystems.com](mailto:ccliason@transystems.com) or (407)875-8932).
- Roadside Chats
  - If anyone would like one of these, let Clint Eliason know ([ccliason@transystems.com](mailto:ccliason@transystems.com) or (407)875-8932).
- 2010 FL HOG Rally – in Destin, from October 20-23, 2010; go to [www.flstatehogrally.com](http://www.flstatehogrally.com) for more info
- Next SHAC Meeting – February 10, 2010 at 1:30pm, Burns Building
- 2010 FSHP Conference – St. Augustine – Per Mariano, still resolving “approvals” required from top management required to have the conference; we are trying to provide funds for district coordinators to attend – it may need to be moved back until the fall because of this
- Growing FSHP Partnerships
  - AAA, Go RVing.com, Recreation USA, NADA Tradeshow, FL RV Trade Association, Other RV Shows

**2:55 P.M. FSHP WEBSITE UPDATE**

- New Website - In process of development, plan to go live in March. If you have any suggestions please let Clint Eliason know ([ccliason@transystems.com](mailto:ccliason@transystems.com) or (407)875-8932).
- New Corridor Videos – Designated corridors that were not filmed previously were filmed in 2009, in Hi-Definition. All groups should have seen their new videos by now, if you have not, contact Clint Eliason at [ccliason@transystems.com](mailto:ccliason@transystems.com) or (407)875-8932

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

The FSHP Q1 Conference call concluded at 3:00 P.M.

**The next conference call will be on April 22, 2010 at 2:00 P.M.**

