



District Scenic Highway Coordinator (DSHC) Meeting Summary – January 18, 2017 2:00-3:30 pm

Attendees:

Jeff Caster, Florida Department of Transportation/Florida Scenic Highways Program
Ashley Binder, Florida Department of Transportation/Florida Scenic Highways Program
Wanda Maloney, FSHP Consultant Support
Darryl Richard, District 1
Zena Riley Taylor, FDOT District 3
Lauren Rand, FDOT District 4
Claudia Calzaretta, FDOT District 5
Daniel Kastelic, FDOT Turnpike

- **Introductions**
- **Status of consultant support to Program office**
 - Five-year contract with AIM Engineering that runs through the end of 2019.
 - D5 needs assistance working with Central office to complete RCI database.
- **Annual byway meeting**
 - Appears to be the highest priority of byway leaders.
 - A proposal will be prepared for Central office approval (not started yet).
 - Who will pay for what still needs to be determined, as well as the amount of money available from the Department.
 - Scheduling the meeting for 2017 would be ideal.
- **Promotional materials**
 - Need to determine which have value and which do byways believe are beneficial.
 - D5 byways ask about promotional materials at almost every meeting. Believe they're good for the Department and for branding/name recognition. See big value in the investment.
- **Establishing Program value**
 - Determining economic impact of byways is a very complex issue that has received attention from the Program office. Greatest challenge is determining the actual number of travelers visiting a corridor because it is a scenic highway.
 - Acknowledging that there is data that could possibly be valuable for this purpose (from Visit Florida, AAA, US Travel Association, and others), an economic impact study is



currently beyond the scope of the current contract. In order to elevate it as a priority, byways need to advocate for it.

■ **Visit Florida partnership & membership**

- Materials are being prepared to introduce new Visit Florida CEO to the FSHP.
- The Program will continue to work to expand its partnership with VF.

■ **DSHC expectations of Program office support**

- The Program office serves the Districts, and will work hard to meet needs and expectations.

■ **Status of FSHP website**

- May go live by the end of the month.
- Major changes include the design (look and feel, colors, etc.), map, visible social media feeds, Google translate.
- There will be links to individual byway websites. Those without websites will be given space.
- Eventually FDOT will have a complete electronic archive of Program documents. Until then, all documents should be retained in the Districts.

■ **Establishing a “voice” for the Program**

- FDOT employees are not the voice for the 26 byways, they need to establish their own voice. Program can help by reminding them to routinely engage stakeholders (like county commissioners, District Secretary, etc.).
- A request for Department support from Program staff has more leverage if backed by a coordinated message from the byway community.
- DSHC have an important role in identifying common needs among the byways and communicating to Program office.

■ **Schedule of DSHC meetings**

- Consensus for returning to quarterly meetings.
- Will be accompanied by greater correspondence between Program office and DSHC.

■ **Other**

- All byway organizations that submitted letters/emails in response to the SHAC restructure proposal have received a response from the Program office.
- Scenic Byways 25! Congressional event held in DC in December was well attended. Members of congress expressed a clear understanding of the value of the program and encouraged byways to continue to advocate for the program.
- D5 will hold a day-long workshop for byways March 9, 2017. All DSHC are invited to attend.



■ Action Items:

- Ashley will arrange a meeting with Central office personnel to address RCI issues. Claudia will be invited to attend.
- Claudia will provide details to Jeff via email about the promotional materials needs of D5 byways.
- Jeff will investigate how/if DSHC can have access to Visit Florida member portal.
- Jeff will develop a mission critical statement for DSHC to attend D5 workshop.

The meeting was adjourned by Jeff Caster at 3:15 pm.