

District Scenic Highway Coordinator (DSHC) Meeting

July 17, 2017

Meeting Summary

Attendees:

Jeff Caster, Florida Department of Transportation/Florida Scenic Highways Program

Darryl Richard, FDOT District 1

Kate Widness (for Zena Taylor), FDOT District 3

Lauren Rand, FDOT District 4

Claudia Calzaretta, FDOT District 5

Kevin Schot, FDOT District 6

Vanessa Ruiz, FDOT District 6 (in-house consultant)

Christopher Speese, FDOT District 7

Bob Finck, FSHP Consultant Support

Stephanie Liskey, FSHP Consultant Support

Wanda Maloney, FSHP Consultant Support

Mike Palozzi, FSHP Consultant Support

Meeting Agenda:

- **Welcome & Introductions**
- **Discussion Forum: Action Item Updates**

* Purple font indicates updates made during July 17 DSHC meeting

Pending/Updated Action Items	Status
Measuring the Economic Impact of Byways Lead: Program Office June Update: Program Office will provide due date for proposals, share proposal, and let byway leaders know what they can do to help. <i>A Request for Research Funding is currently being developed by staff to be submitted based on RC solicitation cycle.</i>	Mid October – Research Center (RC) solicits proposals Mid January – proposals due Late January – RC submits recommendations to FDOT management
Statewide Meeting Lead: Program Office Continue to seek FDOT approval.	Underway

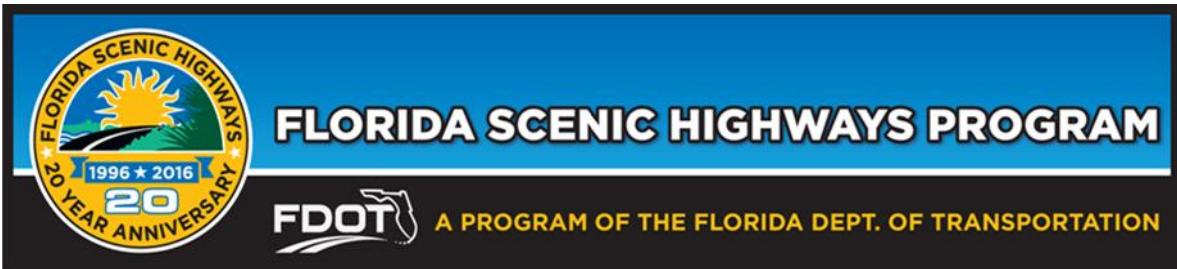


FLORIDA SCENIC HIGHWAYS PROGRAM



A PROGRAM OF THE FLORIDA DEPT. OF TRANSPORTATION

<p>Lead: Byway Organizations Upon approval, assist with planning. Meeting not yet approved. When approved, the Program Office will select dates that will not conflict with the District 5 March 2018 workshop.</p>	
<p>MPO Coordinator Presentation Lead: Program Office FDOT MPO Coordinator Carl Mykyska has agreed to a webinar presentation to discuss ways to help Byway Organizations and MPOs increase understanding of each another. Preference is to incorporate this presentation into the statewide meeting.</p>	Underway
New Action Items	Status
<p>Promotional Items Lead: Program Office Program office will explore options for byway organizations to purchase additional quantities of promotional items at the same price as FSHP. Lead: Byway Organizations Forward ideas for promotional items to Program Coordinator.</p>	List of suggested items compiled
<p>Visitor Experience Training Lead: Program Office Develop online or live training.</p>	Pending
<p>Florida Department of Economic Opportunity Resources Lead: Program Office Offer session at statewide meeting or other opportunity for byway leaders to learn more about DEO's available resources, including grants.</p>	Pending
<p>Visit Florida memberships Lead: Program Office Program Coordinator will update byway leaders in one month regarding status of meeting with VF to discuss needs of FSHP and options for membership. VF is offering a special membership rate (small business partnership level) for byway organizations. Program Office would like to have some assurance from byway organizations who choose to participate that they understand what the membership is and is not, and that they are willing to demonstrate in their Byway Annual</p>	Conference call pending to discuss special membership rates for byway organizations



<p>Report how they benefitted from/took advantage of the membership. Preference is to incorporate a presentation by VF into the statewide meeting.</p>	
<p>“Heads in Beds” Data Collection Lead: Program Office Will research and provide training on strategies and methods.</p>	<p>Pending</p>
<p>FSHP 2017-2019 Work Plan Lead: Program Office Program Office will provide draft for review by DSHCs first and then the byway community. In December 2019, the current consultant contract for the FSHP will expire. This Work Plan will outline tasks, schedule and budget for the remaining 2.5 years of the current contract. The final draft will be reviewed by FDOT management and the FSHP community.</p>	<p>Final draft to Coordinator end of July</p>

■ **District Updates**

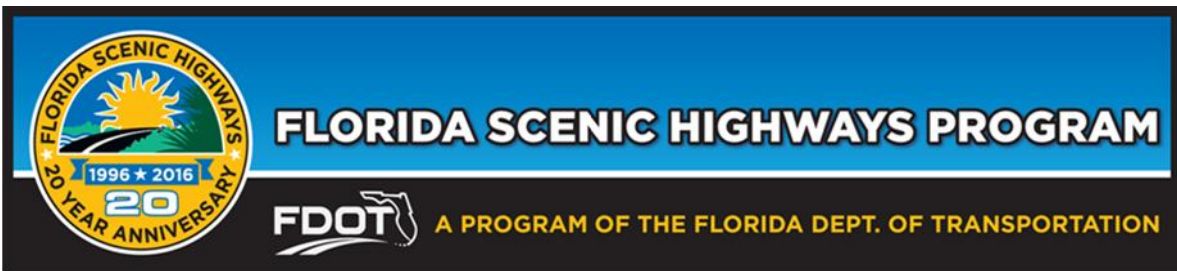
- District 5 – Claudia will send Jeff the FDOT form that asks whether a project is on a scenic highway.
- District 6 – Mike will send Kevin a list of legislatively designated routes for District 6.

■ **FSHP Updates**

- **2017-2019 Work Plan Update**
- **Upcoming Events/Deadlines**
 - November 15, 2017 – 2018 Annual Work Plans due from byways organizations to DSHC
 - Changes to be announced soon regarding Byway Annual Report (BAR) process, but deadline will remain February 1st each year.
- **Byway Events for FSHP Website**
 - Stephanie will forward request for events quarterly.

■ **Other**

- **The Florida Highway Beautification Council Grant Application** <http://myfloridabeautiful.com/Grants.shtml>



- Requires resolution from city and/or county the byway organization is working with.
- Trails on state system are now eligible.

● **Open Discussion**

- Garry Balogh Award – Nominations are being reviewed and the recipient will be announced soon.
- State Folklorist Amanda Hardeman – Program Office will determine what commitment was made and what resources are available to byway organizations.
- FSHP Banners – Available on a lending basis with distribution managed by Program Office and DSHC. Informational flyer will be sent to byway organizations.

■ **Pending Documents**

FSHP Pending Documents, Designations & Extensions

As of 7-17-17

Scenic Highway	Document	Estimated Date to SHAC
The Ridge – D1	5-Year CMP Update	Oct '17/Jan '18
Halifax Heritage – D5	Designation	Late 2018
Palma Sola – D1	Extension	2018
Historic Hwy 90 Corridor – D3	LOI	2018
Putnam County – D2	LOI	2018
IRL Treasure Coast – D4	CMP Update	TBD