



FLORIDA SCENIC HIGHWAYS PROGRAM



A PROGRAM OF FLORIDA DEPARTMENT OF TRANSPORTATION

Byway Organization Discussion Forum: June 5, 2017

Meeting Summary

■ Welcome & Introductions

- (Participant list on page 4)

■ Program Update

- 2017-2019 Work Plan
 - Draft currently being prepared that will be reviewed by DSHCs first and then FSHP community.

Open Discussion

■ Suggested topics for discussion from byway leaders:

- Foundation Center memberships: funding for byway organizations.
Cost prohibitive for Program office to fund. There may be other options for individual byways to access the site, including public libraries.
- Discussion: What procedures/strategies can be/are used at the byway level to collect information about visitors (for example: the types of activities visitors engage in while on the byway).
A uniform approach to data collection should be considered so that data from all byways in the state can be aggregated (versus each byway collecting data for economic impact or other purposes with different tools).
FSHP staff is developing a proposal scope for FDOT to fund research to develop a byway economic impact model.
- FSHP promotional items and program materials: Which are most effective?
Wildflower seed packets, sunglasses, and tote bags popular.
- NSB Foundation Webinars: Is it possible to pay one fee per byway (for unlimited participants)?
Awaiting response from NSB Foundation. No webinars scheduled until spring 2018.
- Visitor Experience: Can the FSHP offer training for assessing the byway visitor experience?
Yes, and the program office will develop a plan to provide it to the byway community.



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- FL Dept. of Economic Opportunity: How can we learn more about DEO’s programs?
 Would be an ideal webinar or statewide meeting topic.

- **Open Discussion**
 - Visit Florida – If budget is cut, other state agencies might also have budget for cultural tourism. VF has committed to meeting with byway leaders to determine needs and possibly tailor membership rates/fees.
 - Statewide Meeting – Not yet approved. Byway leaders remain interested in helping to plan agenda and events.
 - Documenting heads in beds for marketing grants – some byways need ideas/training to help do this more efficiently/effectively.

■ Action Items

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.	Underway
Statewide Meeting Lead: Program Office Continue to seek FDOT approval. Lead: Byway Organizations Upon approval, assist with planning.	Underway
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.	Underway



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New Action Items	
<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. Suggestions provided post meeting via email:</p> <ul style="list-style-type: none"> • Tote bags • Fans • Chap Stick • Round bumper sticker • Pedometers • Reflectors and/or blinking safety lights for cyclists/walkers 	
<p>Visitor Experience Training Lead: Program Office Develop online or live training.</p>	
<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>	
<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.</p>	
<p>"Heads in Beds" Data Collection Lead: Program Office Will research and provide training on strategies and methods.</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.</p>	



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Byway		District(s)		Representative
1	A1A Ocean Islands Trail	2		
2	A1A Scenic & Historic	5	2	Danielle Anderson
3	Big Bend	3		Kate Widness
4	Bradenton Beach	1		
5	Broward A1A	4		
6	Courtney Campbell	7		Heather Young
7	Florida Black Bear	5	2	
8	Florida Keys	6		
9	Green Mountain	5		Greg Gensheimer, Cynthia Schultz
10	Heritage Crossroads	5		
11	Indian River Lagoon	5		Tim Ford
12	Indian River Lagoon - Treasure Coast	4		Ed DeFini
13	J.C. Penney	2		Cathie Parrott
14	Lemon Bay	1		
15	Martin Grade	4		
16	Old Florida Heritage Highway	2		Kathleen Pagan
17	Ormond Scenic Loop & Trail	5		
18	Palma Sola	1		
19	Pensacola Bluffs	3		Gena Buchanan, Jean Wallace
20	River of Lakes	5		
21	Scenic Highway 30-A	3		
22	Scenic Sumter Heritage Byway	5		Kelly Williams
23	Suncoast Scenic Parkway	8	TP	
24	Tamiami Trail WGCW	1		
25	The Ridge	1		
26	William Bartram	2		
	Halifax Heritage	5		Chris Daun, Matt Romanik, Joyce Case



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District Scenic Highway Coordinators

1	Darryl Richard	✓
2	Debrah Miller	✓
3	Zena Riley-Taylor	
4	Lauren Rand	
5	Claudia Calzaretta	✓
6	n/a	
7	Christopher Speese	
TP	Daniel Kastelic	

SHAC Members

Dale Allen	FL Greenways & Trails Fdn	
Keith Bettcher	FL Dept Ag & Consumer Services	
David Dodd	Visit Florida	
Jerrie Lindsey	FL Fish & Wildlife Conservation Comm	✓
Alissa Lotane	FL Dept State, Division of Historical Resources	
Britney Moore	FL DEP, Greenways & Trails	
Matt Preston	FL Dept of Economic Opportunity	
Brian Telfair	FHWA	

FSHP Staff:

Jeff Caster
 Ashley Binder
 Bob Finck
 Stephanie Liskey
 Wanda Maloney
 Mike Palozzi

Other Participants:

Karen Ford
 Susan Preil