



FLORIDA SCENIC HIGHWAYS PROGRAM



A PROGRAM OF FLORIDA DEPARTMENT OF TRANSPORTATION

Byway Leader Discussion Forum: March 6, 2017

Meeting Summary

- **Welcome & Introductions**
(Participant list page 4)
- **Program Update**
 - Byway Annual Reports
 - Primary purpose is for Byway Organizations (BO) to provide evidence that the Byway Management Plan (BMP) (or Corridor Management Plan [CMP]) is being implemented (Florida Scenic Highway Program (FSHP) requirement)
 - 20 of 26 Byway Organizations submitted reports
 - 2016 Program Annual Report
 - Anticipated publication date: April 10
 - 2017-2019 FSHP Work Plan
 - Currently being developed
 - FSHP Community will have opportunity to comment
 - This work plan is for the Program for the duration of the current consultant contract
 - Website
 - Redesigned site launched last week
 - Byway Events needed to populate calendar/social media
- **Update on Action Items**
 - 4 times a year conference call
 - June 5
 - September 11
 - December 11
 - Annual meeting – Upon FDOT approval
 - Training event in central Florida
 - Focused on topics that require face-to-face interaction
 - There is no State funding to cover travel expenses for byway leaders
 - Scenic Highway Advisory Committee (SHAC) will remain intact and whoever (i.e., byway leaders) wants to participate in SHAC meetings is welcome to do so at whatever capacity they choose
 - April 19th meeting cancelled
 - Remaining 2017 dates:



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- July 19
- October 18

■ Suggested agenda items:

- How to model/measure economic impact of byway visitors.
 - Several byway leaders voiced support for a Program-led study.
 - A 2009 study of the Rogue-Umpqua Scenic Byway in Oregon was cited and discussed.
- Visit Florida: Has the concept changed? Are we still partners? What is VF's current role in the FSHP?
 - FSHP still remains a paid partner of VF, the relationship has not changed.
 - In response to a question about VF's relationship to local tourism authorities, Jeff Caster requested that questions for VF should be emailed to him, and he would seek answers from VF.
- Will the new FSHP website content be refreshed with new information about byways? Will byway organizations have an opportunity provide comments during development of the website?
 - Guidance about the new website will be distributed to byways that includes an overview of features and describes how byway leaders can contribute content to help keep the site fresh and up to date.
 - It was noted that some broken links have been observed and those issues are being addressed.
- Garry Balogh Inspiring Excellence Award: When will the next nomination cycle open?
 - The nomination cycle will be announced late March, nominations due early May.
- Byway Buzz Newsletter: What is the current status? Is it coming back?
 - The Byway Buzz was previously a volunteer effort. In its place, the Program is offering the blog on the new website, but will rely on the byway community to contribute content. More information about this will be provided in the website guidance.
- Will there be a 2018 byway calendar and/or photo contest?
 - A 2018 calendar will be produced, electronically at minimum.
 - Support was expressed for a print version as well.
- Scenic Byways 25! NSBP Anniversary event: Did a Florida legislator, or any others ask for Federal Funding for the NSB program, or for Florida's program? What happened at the event?
 - No knowledge of any meetings with Florida legislators.
 - The December 2016 event was well-attended by members of congress who acknowledged benefits of the program.
 - The National Scenic Byway Foundation will continue its efforts to identify congressional champions to restore support for the byway program.

■ Additional Discussion Topics:

- Outreach Materials (brochures, etc.)
 - Should be a priority to assist with outreach.



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- Statewide Meeting (clarification of status sought)
 - Jeff Caster – Program recognizes this as a priority of the byway community, and a substantive proposal is being developed. Approach will be different from previous byway conferences in that it will be all business – no FDOT arranged social or evening events. Likely 1 – 1.5 days. Would like additional input from byway community.
 - Alissa Lotane (SHAC member representing FL Dept of State, Division of Historical Resources) offered that it might be possible to partner with the Florida Main Street Conference in August 2016 in Fernandina Beach. She will explore opportunities.
- Working with MPO/TPOs
 - Inquiry about whether byway organizations can automatically be considered a stakeholder.
 - Jeff Caster – That type of mandate is unlikely. Byway organizations should initiate and develop relationships. Will reach out to MPO coordinator in Tallahassee for additional guidance.

▪ Action Items

- Research additional FDOT resources for measuring economic impact of byways. **Lead: Program Office**
- Distribute guidance for updated FSHP website. **Lead: Program Office**
- Announce call for nominations for Garry Balogh Inspiring Excellence Award. **Lead: Program Office**
- Forward questions for Visit Florida to Jeff Caster. **Lead: Byway Community**
- Provide list of training needs for statewide meeting. **Lead: Byway Leaders** (via survey to be distributed by Program Office)
- Explore possibility of partnering with Florida Main Street Conference. **Lead: Alissa Lotane – Program Office**
- Contact MPO coordinator. **Lead: Program Office**
- Forward December Discussion Forum summary to Kelly Williams. **Lead: Program Office**
- Ship FSHP calendars to Cathie Parrott/JC Penney. **Lead: Program Office**



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Byway		District(s)		Representative
1	A1A Ocean Islands Trail	2		
2	A1A Scenic & Historic	5	2	
3	Big Bend	3		
4	Bradenton Beach	1		
5	Broward A1A	4		Conor Campobasso
6	Courtney Campbell	7		Heather Young
7	Florida Black Bear	5	2	Linda Stewart
8	Florida Keys	6		Bill Doxey, Judy Hull
9	Green Mountain	5		Greg Gensheimer, Cynthia Schultz
10	Heritage Crossroads	5		
11	Indian River Lagoon	5		Tim Ford, Sarah Kraum
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	Steve Diez
24	Tamiami Trail WGCW	1		Colleen McGue
25	The Ridge	1		Curtis Knowles, Jennifer Nanek
26	William Bartram	2		
	Halifax Heritage	5		Chris Daun, Matt Romanik



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
 Wanda Maloney
 Mike Palozzi

Other Participants:

Karen Ford