



FLORIDA SCENIC HIGHWAYS PROGRAM



A PROGRAM OF FLORIDA DEPARTMENT OF TRANSPORTATION

Byway Organization Discussion Forum: Wednesday, September 27, 2017 (rescheduled from 9-11-17)

Meeting Summary

Action Items – Byway Leaders	Status
<p>Partnerships</p> <p>Goal 2, Objective 2.4 of the Central Office Work Plan refers to any type of partnership (with any agency or group) that would benefit byway organizations or the Program overall. Byway leaders are encouraged to forward ideas for partnerships to the Program Coordinator.</p>	Ongoing
<p>FSHP Presence at Events</p> <p>Byway leaders are encouraged to notify the Program office of opportunities to participate in events or conferences that would help advance the Program.</p>	Ongoing
<p>Florida Black Bear Kiosk Plan Sets</p> <p>District 5 has signed and sealed kiosk plan(s) sets that are available to any byway in the state. Both meet Florida Building Code and come complete with a list of materials and quantities. Please contact D5 District Coordinator Claudia Calzaretta if interested: Claudia.Calzaretta@DOT.state.fl.us; 386-943-5089</p>	Ongoing
<p>Upcoming FSHP Deadlines & Events</p> <ul style="list-style-type: none"> ▪ 2017-2019 Central Office Work Plan –comments to District Coordinator by October 4, 2017. ▪ 2018 Annual Work Plan – November 15, 2017 (contact District Coordinator if extension needed) ▪ 2017 Byway Annual Reports – form will be released 10-2-17, submission deadline February 1, 2018. ▪ SHAC Meeting – October 18, 2017, 1:30 pm – 3:00 pm EDT ▪ FSHP Discussion Forum – December 11, 2017, 6:30 pm – 8:00 pm EST 	Pending



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Discussion Items (no action required):

- Possibility of a future project to develop an app for the FSHP that would help travelers navigate byways and identify activities.
- Next **Florida Main Street Conference** will be August 2018 in Vero Beach.
- Consensus to continue Byway Discussion Forums quarterly.
- Question raised about the possibility of Visit Florida creating a grant specifically for byways to fund the printing of brochures. No evidence that this is under consideration, but a byway leader discussed receiving funding for brochures from local Tourism Development Councils.

Pending Action Items – Program Office	Status
<p>(New) Replacing Damaged Scenic Highway Signs Program Coordinator will determine procedure and distribute guidance.</p>	Underway
<p>Measuring the Impact of Byways Awaiting Research Center RFP cycle.</p>	Mid October – Research Center (RC) solicits proposals
<p>Statewide Meeting Postponed – new date to be determined.</p> <p>Action Items Pending Inclusion at Statewide Meeting:</p> <ul style="list-style-type: none"> ▪ MPO Coordinator Presentation ▪ Visitor Experience Training ▪ Florida Department of Economic Opportunity Resources Information Session ▪ “Heads in Beds” Data Collection 	Underway
<p>(Updated) Visit Florida memberships Program Coordinator arranging webinar with Visit Florida</p>	Underway



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Participants:

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		
6	Courtney Campbell	7		Sean Sullivan
7	Florida Black Bear	5	2	
8	Florida Keys	6		
9	Green Mountain	5		
10	Heritage Crossroads	5		
11	Indian River Lagoon	5		Tim Ford
12	Indian River Lagoon - Treasure Coast	4		
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		
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		Curtis Knowles
26	William Bartram	2		
	Halifax Heritage	5		Matt Romanik



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District Scenic Highway Coordinators

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

SHAC Members

Dale Allen	FL Greenways & Trails Fdn	
Lorna Radcliff	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
 Bob Finck
 Stephanie Liskey
 Wanda Maloney
 Mike Palozzi

Other Participants:

Karen Ford - Atkins