



## District Scenic Highway Coordinator (DSHC) Meeting

October 15, 2018

### Meeting Summary

#### Attendees:

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

Darryl Richard, FDOT District 1

Debrah Miller, FDOT District 2

Kate Widness (for Zena Taylor), FDOT District 3

Wibet Hay, FDOT District 4

Claudia Calzaretta, FDOT District 5

Bill Walsh, FDOT District 5

Kevin Schot, FDOT District 6

Vanessa Ruiz, FDOT District 6

Alex Henry, FDOT District 7

Daniel Kastelic (Turnpike)

Stephanie Liskey, FSHP Consultant Support

Wanda Maloney, FSHP Consultant Support

Mike Palozzi, FSHP Consultant Support

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#### ■ Welcome & Introductions

- Wibet Hay is the new DSHC for D-4. She has been with FDOT for 11 years. Welcome, Wibet!

#### ■ District Updates

- D-1 Darryl Richard – Working to revitalize Lemon Bay/Myakka Bay byway organization. Other D-1 byway organizations have added members. The Ridge is preparing for the upcoming 39-Mile Garage Sale. Bradenton Beach is likely to apply for a Highway Beautification grant in the next cycle (Jeff Caster noted that there was leftover beautification grant funding this year).
- D-2 Debra Miller – JCP is preparing for their annual 5K run and also held a penny collection. D-2 recently provided training for the JCP & William Bartram byway organizations. The Old Florida Heritage Highway byway organization is struggling but will participate in the Micanopy Festival. OIT will participate with A1A in the Super Scenic Garage Sale. A1A is also hosting the Spoonbills & Sprockets cycling event again in November. D-2 printed 4,000 rack cards featuring D-2 byways and only 200 remain.



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- D-3 Kate Widness – Pensacola Scenic Bluffs hosted a tour for Visit Florida’s Visitor Center staff in September. Byway leaders learned a lot about the types of marketing materials needed for the welcome centers. 30-A will host the visitor center staff in early November. Kate will forward information about what was learned regarding improving the visitor experience.
- D-4 Wibet Hay – Wibet participated in a recent tour of Treasure Coast to assess signage and it was observed that only ¼ of the original signs remain. A new signage plan is currently under development. The Martin Grade byway organization is discussing a possible merger with Keep Martin Beautiful.
- D-5 Claudia Calzaretta – There was a recent tour of River of Lakes that included the mayor of DeBary. Claudia gave out FSHP sunglasses to D-5 employees and held a selfie contest. The contest winner received an FSHP portfolio. Claudia has a PPT with all of the photos from the contest. The 2019 D-5 workshop is set for March 28, 2019, and will focus on recruitment and retention. D-5 is discussing a possible partnership with AARP regarding a program that supplies retired volunteers to nonprofits. D-5 hopes to use these volunteers to assist with volunteer recruitment . There are discussions internally within D5 about the possibility of using AARP volunteers in in the D-5 office. The D-5 economic impact study is in the second round of revisions and expected to be completed in two months. A1A recently received “Trail Town” designation for a northern section (Vilano Beach). A1A will host Spoonbills & Sprockets again in November, and this year’s garage sale will be 150 miles and include 4 byways (OIT, A1A, Ormond & Halifax). IRLNSB is partnering with Space Coast office of tourism to print brochures. Sumter will hold its annual meeting on Oct 17 with several local elected officials expected to attend. The Barberville Pioneer Settlement (on FL Black Bear SH) nominated to “Florida Great Places” by Tony Ehrlich. Joan Bernat is re-engaged with FL Black Bear and is serving as their social media coordinator. Green Mountain has learned that phase 2 of the overlook will require an elevator due to county code height requirements. There has been progress toward development of the long-delayed pocket park in Bunnell on Heritage Crossroads with groundbreaking scheduled for November.
- D-6 Kevin Schot – FL Keys Alliance held their annual meeting a few weeks ago and were given an update on how FDOT landscape work is progressing since the hurricane.
- D-7 Alex Henry – Sidewalk gap on Courtney Campbell byway has been addressed which was a long-time concern in the community.
- Turnpike, Daniel Kastelic – Will be contacted soon by Program office team regarding next steps for Suncoast Parkway.



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## FSHP Updates

- 2018 Byway Annual Reports (BAR) – Form and Guidance were distributed to byway leaders on June 7, 2018. Deadline for submitting report is unchanged (February 1, 2019). Byway leaders or DSHC can contact Program team with questions regarding the BAR. Next program requirement deadline is November 15, 2018 for Annual Work Plans (submitted to DSHC).
- Update Byway Leader Contact Lists – DSHC should forward updates to the Program office when necessary (list currently in use by Program office can be provided if necessary).
- DSHC Feedback – One-on-one interviews are not yet complete.
- Byway Visitor Surveys – This survey was discussed at the statewide meeting as a way for byway organizations to begin collecting feedback from visitors. Program office needs tailored questions (1-3) from byway organizations by early December (optional). Goal is to launch surveys January 2019. More information/instructions will be distributed soon to DSHC and byway leaders.

## Open Discussion

- D-5 Claudia Calzaretta – Byway leaders are claiming that they did not attend Discussion Forums because they did not receive the announcements. Can DSHC send the FSHP Communications Strategy to byway leaders? Yes, according to Jeff Caster, but decline in participation in the last six months is likely not explained by communications.

## Pending Documents

- IRL Treasure Coast CMP update should be removed.

## FSHP Pending Documents, Designations & Extensions

As of 10-15-18

Scenic Highway	Document	Estimated Date to SHAC
The Ridge – D1	5-Year CMP Update	Oct '18
Halifax Heritage – D5	Designation	Late 2018
Palma Sola – D1	Extension	TBD