### Day 1: Tuesday, November 5
**Visitor Experience Mobile Workshop (Optional)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 1:30 pm</td>
<td>Introductions and Overview (Hampton Inn DeBary)</td>
</tr>
<tr>
<td>1:30 – 4:00 pm</td>
<td>Field Assessment</td>
</tr>
<tr>
<td>4:00 – 5:00 pm</td>
<td>Discuss findings &amp; lessons learned</td>
</tr>
</tbody>
</table>

### Day 2: Wednesday, November 6
**Meeting at the Stable on DeBary Hall Grounds**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 8:30 am</td>
<td>Networking &amp; Coffee</td>
</tr>
<tr>
<td>8:30 – 9:00 am</td>
<td><strong>Welcome &amp; Introductions</strong></td>
</tr>
<tr>
<td></td>
<td>Jeff Caster</td>
</tr>
<tr>
<td></td>
<td>Mike Shannon</td>
</tr>
<tr>
<td></td>
<td>Claudia Calzaretta</td>
</tr>
<tr>
<td></td>
<td>Cindy Sullivan</td>
</tr>
<tr>
<td></td>
<td>Tim Baylie</td>
</tr>
<tr>
<td></td>
<td>Tracy Mestre</td>
</tr>
<tr>
<td>9:00 – 9:45</td>
<td><strong>Byway Organizations: Build and Strengthen Your Partnership with the Department of Transportation</strong></td>
</tr>
<tr>
<td></td>
<td>Presenter: Jason Watts</td>
</tr>
<tr>
<td>9:45 – 10:00</td>
<td>Break</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
</tr>
<tr>
<td>-------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>10:00 – 11:00</td>
<td>VISIT FLORIDA: A Marketing Update and Overview</td>
</tr>
<tr>
<td>11:00 – Noon</td>
<td>Byway Showcase</td>
</tr>
<tr>
<td>Noon – 1:00</td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>1:00 – 2:00</td>
<td>Scenic &amp; Aesthetic Guidelines: The Importance of Visual Quality</td>
</tr>
<tr>
<td></td>
<td>to Florida Residents, Visitors, and Businesses</td>
</tr>
<tr>
<td>2:00 – 2:45</td>
<td>Volusia County Trails and the DeBary Hall Historic Site/Trailhead</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>2:45 – 3:00</td>
<td>2019 Garry Balogh Inspiring Excellence Award Presentation</td>
</tr>
<tr>
<td>3:00 – 3:15</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 – 4:00</td>
<td>Effective Advocacy: Best Practices from a Citizen Activist Turned</td>
</tr>
<tr>
<td></td>
<td>Legislator</td>
</tr>
<tr>
<td>4:00 – 4:30</td>
<td>FSHP Research: Measuring the Impact of Florida Scenic Highway</td>
</tr>
<tr>
<td></td>
<td>Designation</td>
</tr>
<tr>
<td>4:30 – 5:00</td>
<td>Vision 2025: The Future of the Florida Scenic Highways Program</td>
</tr>
</tbody>
</table>