



Real Places. Real Stories.™

FLORIDA SCENIC HIGHWAYS PROGRAM 2019 STATEWIDE MEETING

FDOT A PROGRAM OF THE FLORIDA
DEPT. OF TRANSPORTATION

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

12:30 - 1:00 pm	Introductions and Overview (Hampton Inn DeBary)
1:00 - 3:30 pm	Field Assessment
3:30 - 4:30 pm	Discuss Findings & Lessons Learned

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

8:00 - 8:30 am	Networking & Coffee
8:30 - 9:00 am	<p>Welcome & Introductions</p> <p>Jeff Caster Coordinator, Florida Scenic Highways Program, Florida Department of Transportation</p> <p>Alan Hyman, P.E. Director of Transportation Operations Florida Department of Transportation, District Five</p> <p>Claudia Calzaretta District Scenic Highway Coordinator, Florida Department of Transportation, District Five</p> <p>Cindy Sullivan Chair, River of Lakes Heritage Corridor</p> <p>Tim Baylie Director, Volusia County Parks, Recreation and Culture</p> <p>Tracy Mestre Manager, DeBary Hall Historic Site</p>
9:00 - 9:45 am	<p>Byway Organizations: Build and Strengthen Your Partnership with the Department of Transportation</p> <p>Presenter: Jason Watts Director, Office of Environmental Management, Florida Department of Transportation</p>
9:45 - 10:00 am	Break

Day 2: Wednesday, November 6 (Continued)

<p>10:00 - 11:00 am</p>	<p>VISIT FLORIDA: A Marketing Update and Overview Presenter: Brenna Dacks Regional Partnership Manager, Visit Florida</p>
<p>11:00 - Noon</p>	<p>Byway Showcase Presenters: Byway Representatives</p>
<p>Noon - 1:00 pm</p>	<p>Networking Lunch</p>
<p>1:00 - 2:00 pm</p>	<p>Scenic & Aesthetic Guidelines: The Importance of Visual Quality to Florida Residents, Visitors, and Businesses Presenter: Jim Sipes Founding Principal, Sand County Studios</p>
<p>2:00 - 2:45 pm</p>	<p>Volusia County Trails and the DeBary Hall Historic Site/Trailhead Presenters: Tim Baylie Director, Volusia County Parks, Recreation and Culture Tracy Mestre Manager, DeBary Hall Historic Site</p>
<p>2:45 - 3:00 pm</p>	<p>2019 Garry Balogh Inspiring Excellence Award Presentation</p>
<p>3:00 - 3:15 pm</p>	<p>Break</p>
<p>3:15 - 4:00 pm</p>	<p>Effective Advocacy: Best Practices from a Citizen Activist Turned Legislator Presenter: John Crescimbeni Executive Director, Citizens for a Scenic Florida</p>
<p>4:00 - 4:30 pm</p>	<p>FSHP Research: Measuring the Impact of Florida Scenic Highway Designation Presenters: Michael Palozzi Byway Specialist, Atkins North America Wanda Maloney Byway Specialist, Corridor Solutions</p>
<p>4:30 - 5:00 pm</p>	<p>Vision 2025: The Future of the Florida Scenic Highways Program Facilitator: Jeff Caster Coordinator, Florida Scenic Highways Program, Florida Department of Transportation</p>