



Florida Scenic Highways Program Statewide Meeting (November 6, 2019) Summary

- **Introduction**

The Florida Scenic Highways Program (FSHP) was excited to host a Statewide Meeting on November 6, 2019!

The entire FSHP Community was invited to participate, with 46 in attendance including byway leaders, local elected officials, agency representatives and other stakeholders filling the special event facility in the Stable at historic DeBary Hall in charming DeBary, Florida. This location near the beautiful St. John's River is on the River of Lakes Heritage Corridor, which embodies a unique blend of sophisticated contemporary culture, rich historic preservation, and gorgeous natural Florida.

The group was welcomed by Florida Department of Transportation (FDOT) FSHP Coordinator Jeff Caster, Director of Transportation Operations of FDOT District 5 (D5) Alan Hyman P.E., D5 Scenic Highway Coordinator Claudia Calzaretta, the Chair of the River of Lakes Corridor, Cindy Sullivan, the Director of Volusia County Parks, Recreation and Culture Tim Baylie, and the Manager of the beautiful historic DeBary Hall, Tracy Mestre.

The day was packed with presentations on a variety of topics related to Florida Scenic Highways, starting with a comprehensive overview of public involvement in the FDOT transportation development process presented by the FDOT Director of the Office of Environmental Management (OEM) Jason Watts. The presentation, **Byway Organizations: Build and Strengthen Your Partnership with the Department of Transportation**, set a proactive tone for the event.

One of the most engaging sessions of the day was the Byway Showcase. A representative from each byway organization in attendance gave a five-minute overview of their successes, activities, and future plans. The testimonies given by each representative were engaging and informative and allowed representatives an opportunity to practice advocating for their byway. It was a productive hour of sharing and exchanging tools and ideas.



A complete meeting agenda is located in **Appendix A** and a brief description of the remaining presentations is as follows:

Brenna Dacks, Regional Partnership Manager for Visit Florida, gave an update and overview of Visit Florida’s marketing objectives and activities, and how Byway Organizations can engage with the many marketing trainings, services, and resources they provide. Many byway representatives sung Visit Florida’s praises with testimonies about how beneficial a Visit Florida partnership has been for their corridor.

Jim Sipes, the founding principal of Sand County Studios, gave a presentation on scenic and aesthetic guidelines for byways. He provided ample examples from both other states and projects in Florida of aesthetic elements, policies, and guidelines that can be provided in an Aesthetic Corridor Plan, an Aesthetics Guidance Manual, a Corridor Management Plan (CMP), or a Corridor Protection Program (CPP).

Tim Baylie, the Director of Volusia County Parks, Recreation and Culture and Tracy Mestre, the Manager of the DeBary Hall Historic Site, presented on Volusia County trails and the historic DeBary Hall site and trailhead. Tim spoke in detail about the financing and economic benefits of trails, while Tracy gave a presentation on the history of the DeBary Hall Historic Site, which is listed on the National Registry of Historic Places as the oldest intact building in southwest Volusia County.

John Crescimbeni, former City Councilmember for the City of Jacksonville, Florida presented his top ten best practices for effective advocacy from the perspective of a citizen activist turned legislator.

Michael Palozzi, Byway Specialist at Atkins North America, and Wanda Maloney, Byway Specialist for her company Corridor Solutions presented on past and present FSHP research. They provided an overview of the various research projects that have been conducted and are underway that measure the social and economic impact of Florida Scenic Highway designation.

Finally, Jeff Caster brought it home with a presentation on Vision 2025: The Future of the Florida Scenic Highways Program, stressing the importance of partnerships and creative financing, and crediting FHSP’s successes to the perseverance of Florida’s hardworking byway organizations and dedicated volunteers. He also expressed optimism about the recently-passed Reviving America’s Scenic Byways Act of 2019, proposing that this 2019 Statewide Meeting represents “Opening Day” for the FSHP.

The 2019 Garry Balogh Inspiring Excellence Award was awarded to Judy Hull of the Florida Keys Scenic Corridor Alliance.

All presentations are available for download on the FSHP website at <https://floridascenichighways.com/fshp-community/meetings-workshops/>.



FLORIDA SCENIC HIGHWAYS PROGRAM

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● Attendees

A total of 46 people attended the meeting including representatives of 11 different byway organizations, FDOT Central Office and several FDOT Districts, numerous state agencies, local governments, and nonprofit organizations. The complete list of participants can be found in **Appendix B**.

● Participant Survey

Five business days after the meeting, a link to an online survey was distributed to all meeting participants to collect feedback. Surveys were completed by 27 of the meeting's 46 participants (59%). The survey contained 12 questions. Data from the survey aided in compiling the remaining sections of this meeting summary. A complete summary of the survey data can be found in **Appendix C**.

● Lessons Learned

- The meeting was highly valued by the FSHP Community with 85% of survey respondents rating the meeting "Excellent."
- The topics and content of the meeting sessions were relevant and valuable to the byway community.
- Over half of this year's attendees participated in a pre-conference event, with the Dinner at the Enterprise Museum being the most well-attended.
- Responses indicate that attendees felt that the speakers were excellent and well-prepared.
- The networking opportunities associated with the meeting were extremely important to the FSHP Community, and over 90% of respondents said there were adequate networking opportunities.
- Participants appreciated the selection of a local venue located on a scenic highway. Several comments indicated that the aesthetic and historic nature of the event location was a major plus.

● Opportunities

- The presentation by Brenna Dacks on Visit Florida was the most well-received and appreciated, with 88% of attendees giving it a rating of "Excellent Value." Attendees may appreciate additional outreach opportunities from Visit Florida since the presentation was so popular.
- Attendees expressed particular interest in learning about the economic value of byways and exchanging ideas for acquiring funding. Future conversations about the results of ongoing research projects and fundraising strategies in association with those projects will be beneficial.
- Attendees recommended more emphasis on the power of byway volunteers to advocate for their byway; "they need no PowerPoint and they speak in terms everyone can understand."
- There is interest in restarting the quarterly Byway Organization phone calls.
- Attendees mentioned "exchanging ideas" as a key value of the event. It was suggested that more opportunities could be provided for byway organizations to give feedback and ask questions.



- Selecting a location that is reasonably accessible to all byway leaders and stakeholders is difficult. The option of providing a live internet feed of the meeting in the future may allow more statewide participants.

- **Challenges**

- The temperature inside the venue was cold.
- Screening and providing feedback on presentations before the event to ensure their quality; one of the presentations received low marks in terms of value, and several presentations went long.
- Changing the date lost some important people who could not attend the second date.
- Working with attendees' time constraints and balancing the amount of information being presented with people's attention spans.
- Fitting the entire meeting into one day without losing people before the event is over.
- Ensuring that all of the FDOT District Scenic Highway Coordinators can attend.

- **Outcomes of the Event**

- Based on the perceived value of attendance, many participants expressed a strong desire to attend future FSHP Statewide meetings.
- Participants really appreciated the opportunity to "put a face with a name."
- 75% of survey respondents indicated that they are "Highly Likely" to attend future FSHP meetings.
- Overall, feedback indicated that the event was very well-organized.
- Scheduling, cost, information presented, and location are the three biggest factors affecting people's decision to attend future FSHP meetings.

The Florida Scenic Highways Program is thankful to all who attended and hope the meeting helped spark new ideas for partnering, funding, and promotion of the Florida Scenic Highways collection.

Appendix A – Meeting Agenda



Real Places. Real Stories.™

FLORIDA SCENIC HIGHWAYS PROGRAM 2019 STATEWIDE MEETING

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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)

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

Appendix B – Meeting Participants



Real Places. Real Stories...

FLORIDA SCENIC HIGHWAYS PROGRAM 2019 Statewide Meeting Attendees



Name

Organization

| | |
|--------------------------|--|
| Alissa Lotane | Florida Department of State, Historic Preservation |
| Ann Mullen | Florida Department of Transportation |
| Bill Doxey | Florida Keys Scenic Corridor Alliance |
| Bill Denny | Citizens for Ormond Beach |
| Bob Finck | FSHP Consultant Team/AIM Engineering & Surveying |
| Brenna Dacks | VISIT FLORIDA |
| Brian Telfair | FHWA-Florida |
| Brittany Jameson | Fernandez-Beraud Inc. |
| Bruce Wilson | Fernandez-Beraud Inc. |
| Catherine Parrott | Penney Farms Scenic Highway |
| Chris Daun | Halifax Heritage Byway |
| Claudia Calzaretta | Florida Department of Transportation |
| Cynthia Sullivan | River of Lakes Heritage Corridor |
| Danielle Anderson | Friends of A1A Scenic & Historic Coastal Byway, Inc. |
| Dawn Cary | Scenic Sumter Heritage Byway |
| Dayna Lazarus | FSHP Consultant Team/AIM Engineering & Surveying |
| Georgia Turner | West Volusia Tourism |
| Greg Gensheimer | Green Mountain Scenic Byway |
| Harriet Tower | Penney Farms Retirement Community |
| Heather Young | Tampa Bay Regional Planning Council |
| James Sipes | Sand County Studios |
| Jason Watts | Florida Department of Transportation |
| Jeff Caster | Florida Department of Transportation |
| Joan Bernat | Florida Black Bear National Scenic Byway |
| Joe Jaynes | Ormond Scenic Loop & Trail, Inc. |
| John Crescimbeni | Citizens for Scenic Florida |
| Judy Hull | Florida Keys Scenic Corridor Alliance |
| Kevin Schot | Florida Department of Transportation |
| Leticia Fernandez-Beraud | Fernandez-Beraud Inc. |
| Maggie Bruno | FSHP Consultant Team/AIM Engineering & Surveying |
| Marge Rooyackers | Friends of A1A Scenic Historic Coastal Byway |
| Marti Miller | Florida Forest Service |



Real Places. Real Stories.™

FLORIDA SCENIC HIGHWAYS PROGRAM 2019 Statewide Meeting Attendees



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Name

Organization

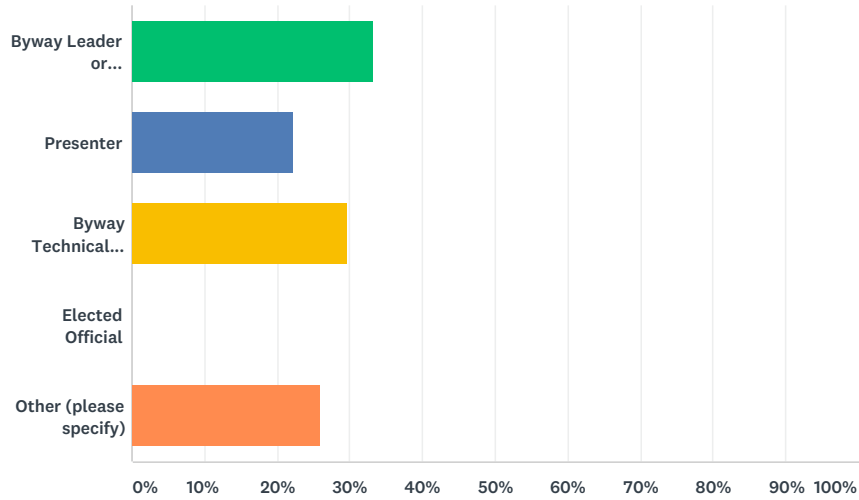
| | |
|------------------|--|
| MaryAnn Yeager | Penney Farms Scenic Highway |
| Michael Palozzi | FSHP Consultant Team/Atkins North America |
| Nancy Heller | AARP Foundation |
| Ramona Phipps | Green Mountain Scenic Byway |
| Robert Day | Indian River Lagoon National Scenic Byway |
| Scott Davis | FSHP Consultant Team/Sailforth Productions |
| Stephanie Liskey | FSHP Consultant Team/Sailforth Productions |
| Story Clark | TravelStorysGPS |
| Susan Preil | Atkins North America |
| Tim Baylie | Volusia County Parks & Recreation |
| Tim Ford | City of Titusville |
| Tracy Mestre | DeBary Hall Historic Site |
| Wanda Maloney | FSHP Consultant Team/Corridor Solutions |
| Alan Hyman | Florida Department of Transportation |
| Richard Yeager | Penney Farms Scenic Highway |



Appendix C – Survey Data Summary

Q1 Did you participate in the meeting as (select all that apply):

Answered: 27 Skipped: 0

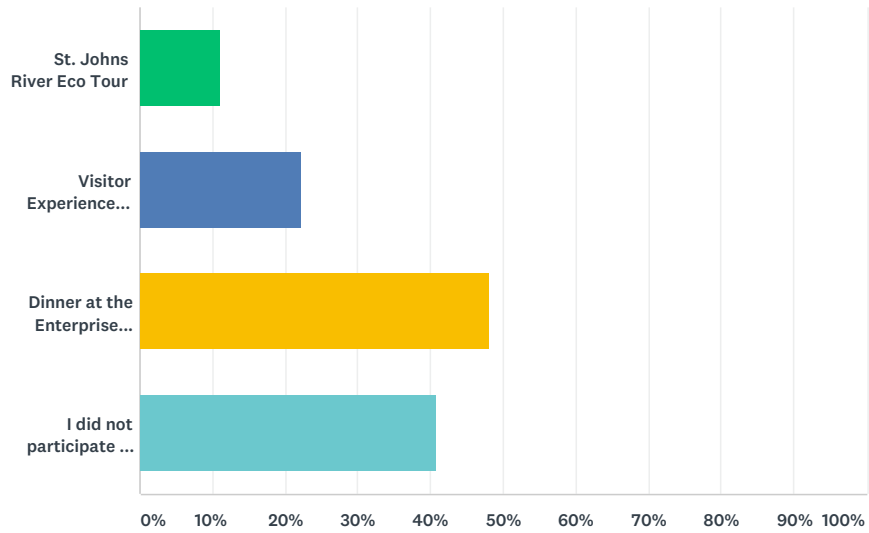


| ANSWER CHOICES | RESPONSES |
|--|-----------|
| Byway Leader or Representative | 33.33% 9 |
| Presenter | 22.22% 6 |
| Byway Technical Support (consultant or state or local government agency staff) | 29.63% 8 |
| Elected Official | 0.00% 0 |
| Other (please specify) | 25.93% 7 |
| Total Respondents: 27 | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|--|---------------------|
| 1 | SHAC member for DOS | 11/20/2019 4:11 PM |
| 2 | A citizen exploring getting involved | 11/19/2019 9:32 AM |
| 3 | A1A service provider | 11/18/2019 8:50 AM |
| 4 | State Agency (Forestry) representative | 11/18/2019 8:08 AM |
| 5 | Host destination | 11/14/2019 11:06 AM |
| 6 | Penney Scenic Highway Board Member | 11/14/2019 8:54 AM |
| 7 | FHWA representative | 11/14/2019 7:26 AM |

Q2 In which pre-conference events did you participate?

Answered: 27 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|--|-----------|
| St. Johns River Eco Tour | 11.11% 3 |
| Visitor Experience Mobile Workshop | 22.22% 6 |
| Dinner at the Enterprise Museum | 48.15% 13 |
| I did not participate in any pre-conference events | 40.74% 11 |
| Total Respondents: 27 | |

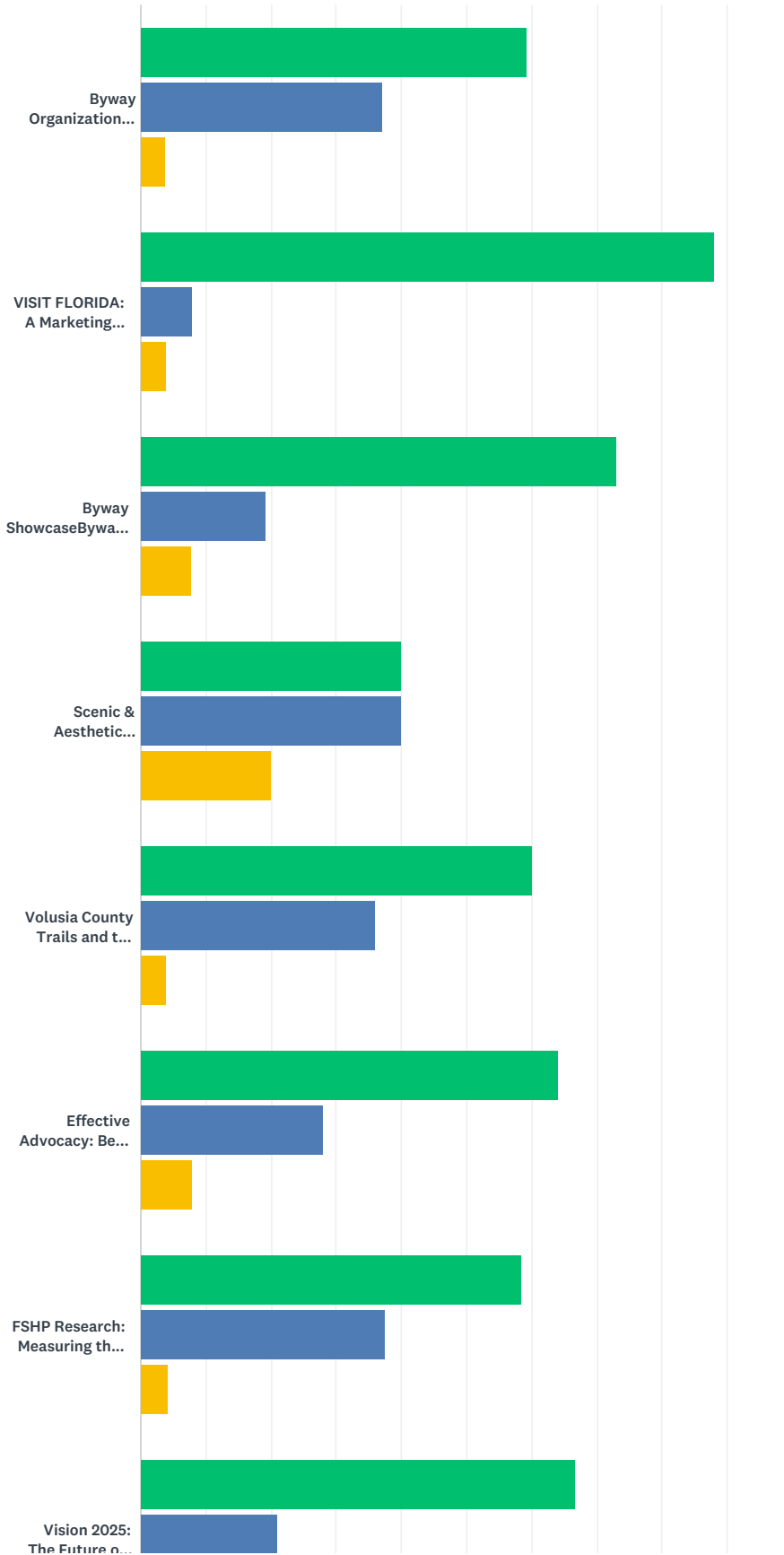
Q3 Please provide any comments or suggestions regarding the pre-conference events:

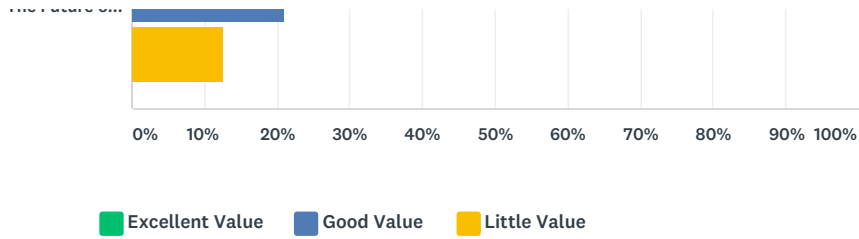
Answered: 11 Skipped: 16

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | Excellent venue; great evening. | 11/20/2019 12:37 AM |
| 2 | since we stopped at a restaurant, I wish there had been time to order from the menu. | 11/19/2019 10:50 AM |
| 3 | The dinner and venue were very nice. I wouldn't change a thing! | 11/18/2019 12:46 PM |
| 4 | I was really impressed with the dinner at the Enterprise Museum and had a good time. I was slightly disappointed in the Visitor Experience tour at Goodrich Restaurant that we were unexpected and unknown to the owner. | 11/18/2019 9:00 AM |
| 5 | Both were excellent. | 11/18/2019 8:50 AM |
| 6 | the pre-conference events are the time when it is easiest to meet people. Glad I attended the dinner. | 11/18/2019 8:44 AM |
| 7 | It was a fantastic space, I loved the zoo animals, and dinner was delicious! I'd recommend more of a welcoming address before dinner to orient us to the space; like a short presentation about the house or the byway or anything really. | 11/18/2019 8:21 AM |
| 8 | What a great day! We really enjoyed having the group on the Ecotour AND at dinner! | 11/14/2019 11:06 AM |
| 9 | The Dinner at the museum was tasty, and it was a very nice event - well done, Cindy! | 11/14/2019 9:10 AM |
| 10 | Enjoyed them both AND found them to be very educational. | 11/14/2019 8:55 AM |
| 11 | Lovely venue! | 11/14/2019 7:27 AM |

Q4 Please rate the value of the meeting sessions:

Answered: 27 Skipped: 0

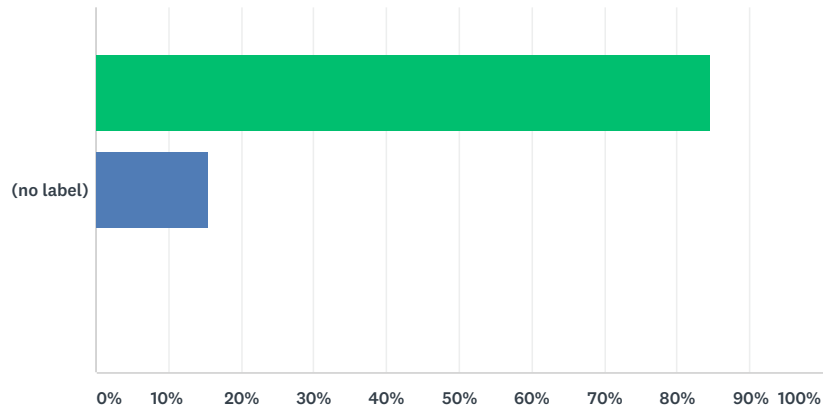




| | EXCELLENT VALUE | GOOD VALUE | LITTLE VALUE | TOTAL |
|---|-----------------|--------------|--------------|-------|
| Byway Organizations: Build and Strengthen Your Partnership with the Department of Transportation Jason Watts, FDOT | 59.26% 16 | 37.04% 10 | 3.70% 1 | 27 |
| VISIT FLORIDA: A Marketing Update and Overview Brenna Dacks, Visit Florida | 88.00% 22 | 8.00% 2 | 4.00% 1 | 25 |
| Byway Showcase Byway Representatives | 73.08% 19 | 19.23% 5 | 7.69% 2 | 26 |
| Scenic & Aesthetic Guidelines: The Importance of Visual Quality to Florida Residents, Visitors, and Businesses Jim Sipes, Sand County Studios | 40.00% 10 | 40.00% 10 | 20.00% 5 | 25 |
| Volusia County Trails and the DeBary Hall Historic Site/Trailhead Tim Baylie & Tracey Mestre, Volusia County Parks & Recreation | 60.00% 15 | 36.00% 9 | 4.00% 1 | 25 |
| Effective Advocacy: Best Practices from a Citizen Activist Turned Legislator John Crescimbeni, Executive Director, Citizens for a Scenic Florida | 64.00% 16 | 28.00% 7 | 8.00% 2 | 25 |
| FSHP Research: Measuring the Impact of Florida Scenic Highway Designation Wanda Maloney, Corridor Solutions; Mike Palozzi, Atkins North America | 58.33% 14 | 37.50% 9 | 4.17% 1 | 24 |
| Vision 2025: The Future of the Florida Scenic Highways Program Jeff Caster, FDOT Florida Scenic Highways Program | 66.67% 16 | 20.83% 5 | 12.50% 3 | 24 |

Q5 How would you rate the overall value of the meeting:

Answered: 26 Skipped: 1



■ Excellent value
 ■ Good value
 ■ Little value

| | EXCELLENT VALUE | GOOD VALUE | LITTLE VALUE | TOTAL | WEIGHTED AVERAGE |
|------------|-----------------|------------|--------------|-------|------------------|
| (no label) | 84.62% | 15.38% | 0.00% | 26 | 1.15 |
| | 22 | 4 | 0 | | |

Q6 Please provide any comments related to your rating and/or suggestions that would have made the meeting sessions better or could improve future sessions.

Answered: 14 Skipped: 13

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | The meeting was wonderful, and I learned a lot. It would be nice to begin our quarterly phone calls again, perhaps with outside speakers that would interest the byway representatives and get better attendance on the calls. | 11/20/2019 4:15 PM |
| 2 | Opportunities for byways with no budget. Some may find benefit from arcgis story map training. | 11/19/2019 10:53 AM |
| 3 | For me a novice, it gave me a through appreciation of the dynamic of State, local and volunteer organizations to create a wonderful way to see Florida. | 11/19/2019 9:36 AM |
| 4 | The temperature of the conference venue was very uncomfortable (cold). Some presentations went on too long and there could have been more opportunities for byway organizations to give feedback and ask questions. Having lunch outside would of also been nice! But overall, it was a lovely day. | 11/18/2019 12:49 PM |
| 5 | I enjoyed this year's conference from last year as it seemed better organized and had good topics. While the turnout was good, changing the date lost some important people who could not attend the second date. Also, each of the SHAC agencies should present and at the very least attend the Conference to network. | 11/18/2019 9:05 AM |
| 6 | Maybe a case study from another state that is innovating and finding new sources of money for byways. | 11/18/2019 8:53 AM |
| 7 | The meeting is of high value to scenic highway enthusiasts and activists. Its the only place and time in Florida to gather and communicate questions, answers, concerns, and outlook for the future. All the speakers were well prepared and relevant. Only suggestion is to end the meeting at 3:00 pm. It seems the room was half empty by then. Those who remained were very tired of listening, and distracted by the thought of the long drive home into the late evening. Maybe we could have a few sessions in the afternoon before or with dinner. | 11/18/2019 8:50 AM |
| 8 | I hope that events like this continue as they are very valuable. Most useful for me was the value of the byways economically to the county. I am going to use this information to hopefully get more support from our commissioners. All the topics were of value and interest,. | 11/18/2019 8:19 AM |
| 9 | I thought this year's speakers were all excellent. I am so pleased that we make the drive and attended the meeting. Well worth our efforts. | 11/14/2019 1:38 PM |
| 10 | I think if you want more participation in these meetings you should consider having them as webinars and maybe two places in the state where you can stage a day before event. Someplace toward the North and someplace in the middle. All of your meetings seem to be on either coast and that makes a long day for a volunteer to attend your meetings. I also think you should do a survey on what people want to hear at the webinars or meetings, what is important to them as a byway leader. Most of the information that was presented did not really pertain to what I thought should have been presented. Speakers on crowd funding, website design things like that that are important to the byway..How you can make revenue with advertising on your website, topics like that. | 11/14/2019 1:19 PM |
| 11 | It would be great to have more interactive workshop/training time. | 11/14/2019 9:11 AM |
| 12 | Great to put a face with a name. Maybe, at the dinner we could have had some way of introducing each other. | 11/14/2019 9:00 AM |
| 13 | The workshop could have been run more efficiently time wise. Presentations could have been moved forward in time when the preceding presentation ran short and other presentations ran longer than they should have. | 11/14/2019 7:48 AM |
| 14 | Great venue and well planned and executed event. I would gladly attend similar future meetings. | 11/14/2019 7:28 AM |

Q7 In what way/s do you think attendance at the meeting will help your byway and/or your community deliver high-quality experiences to visitors?

Answered: 15 Skipped: 12

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | n/a | 11/20/2019 12:39 AM |
| 2 | Making contact with State reps and hearing other Byways talk about their experiences and initiatives. | 11/19/2019 9:39 AM |
| 3 | Having a chance to hear what other organizations are doing and what they accomplish is helpful. It is also helpful to hear how the program is being more integrated into FDOT. | 11/18/2019 12:52 PM |
| 4 | Connecting with other Byway leaders. | 11/18/2019 9:09 AM |
| 5 | Florida Scenic byways are well aligned with our mission-driven organization as we can help reduce the cost of interpretation and way finding and provide services such as helpful suggestions on where to turn out, park, find restrooms, as well as promote economic development initiatives for communities. | 11/18/2019 9:09 AM |
| 6 | Understanding FDOT priorities/culture in relating to the Byways program. | 11/18/2019 9:07 AM |
| 7 | Hopefully, attendance at the meeting inspired byways to begin working collaboratively with one another for the benefit of the collection. Hopefully, it is better understood, that there is no one else to speak for the byways. | 11/18/2019 8:53 AM |
| 8 | It gave some new ideas. | 11/18/2019 8:20 AM |
| 9 | Creating partnerships to better promote our State Forests. | 11/18/2019 8:15 AM |
| 10 | It motivated us to do even better! | 11/14/2019 1:39 PM |
| 11 | It won't. | 11/14/2019 1:21 PM |
| 12 | exchanging or ideas | 11/14/2019 9:21 AM |
| 13 | Innovative ideas presented that we hope to use. | 11/14/2019 9:01 AM |
| 14 | Attendance helped our byway by providing the opportunity to interface with state officials and consultants about issues facing the byways. | 11/14/2019 7:54 AM |
| 15 | N/A | 11/14/2019 7:29 AM |

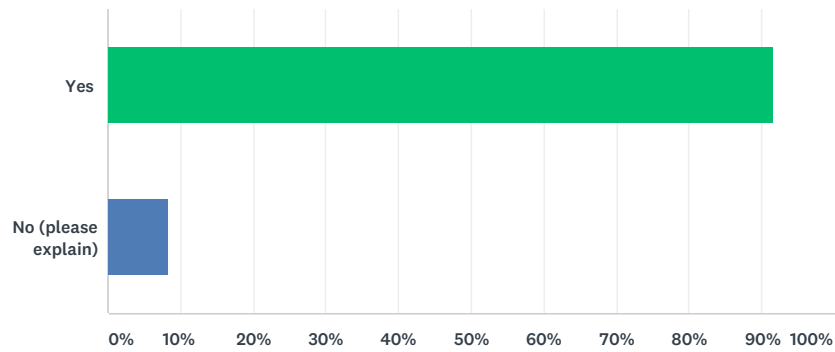
Q8 In what way/s do you think attendance at the meeting directly supports your byway organization's efforts to promote economic development, enhance local quality of life, and conserve important resources?

Answered: 14 Skipped: 13

| # | RESPONSES | DATE |
|----|---|---------------------|
| 1 | n/a | 11/20/2019 12:39 AM |
| 2 | If there were discussions of grants and FDOT project funding strategies, as well as workshops on how to win those grants, I think this would be a more relevant question. We can talk all day about what projects or elements would benefit the byway, but until there is money, there's no implementation. | 11/18/2019 12:52 PM |
| 3 | Good ideas | 11/18/2019 9:09 AM |
| 4 | Because our mobile platform is shared - all tours are on the same platform - the more scenic byways that are aware of the platform and support A1A's marketing of their tour, the more visitors to the region and A1A in particular will be exposed to it and use it, which will enrich their visits and support local communities and their businesses - A1A's mission. By attending the conference I spent time with A1A to support them and be introduced to adjacent byways, which is another way of helping A1A. Their use of the TravelStorys platform is the best way to increase travel enrichment of the A1A Scenic Byway. | 11/18/2019 9:09 AM |
| 5 | It shows to special interests that the FSHP is an organized, viable entity. | 11/18/2019 9:07 AM |
| 6 | There seems to be a growing amount of data available to byways. more to come. Hearing the testimony of the byway organizations before lunch, it is very evident that the volunteers are very well informed, passionate, and the best spokespersons for byways. They need no powerpoint and they speak in terms everyone can understand. | 11/18/2019 8:53 AM |
| 7 | Again new ideas. | 11/18/2019 8:20 AM |
| 8 | Building a coalition to advocate for the Byway program. | 11/18/2019 8:15 AM |
| 9 | Education is a strong motivator and we will share our knowledge with our board and members. | 11/14/2019 1:39 PM |
| 10 | Very little. | 11/14/2019 1:21 PM |
| 11 | working together | 11/14/2019 9:21 AM |
| 12 | Making us familiar with people in decision making positions | 11/14/2019 9:01 AM |
| 13 | The meeting helps to reinforce our byway's efforts to promote economic development, enhance local quality of life and conserve resources by providing information about ways to do the same. | 11/14/2019 7:54 AM |
| 14 | N/A | 11/14/2019 7:29 AM |

Q9 Do you feel that the day-long meeting offered adequate networking opportunities?

Answered: 24 Skipped: 3

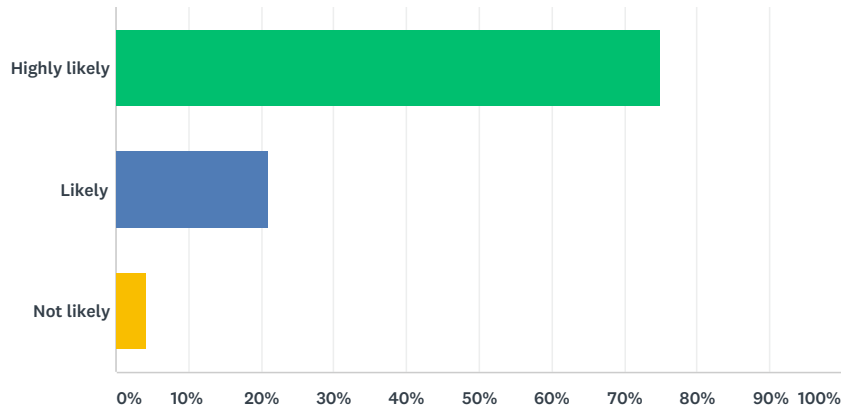


| ANSWER CHOICES | RESPONSES | |
|---------------------|-----------|----|
| Yes | 91.67% | 22 |
| No (please explain) | 8.33% | 2 |
| TOTAL | | 24 |

| # | NO (PLEASE EXPLAIN) | DATE |
|---|--|--------------------|
| 1 | Misssing SHAC members or their Agency reps. | 11/18/2019 9:09 AM |
| 2 | Day long meetings never offer networking opportunities. A person can only two about 1 hour of information before they get bored and you lose them. | 11/14/2019 1:22 PM |

Q10 Based on your experience at the 2019 FSHP Statewide Meeting, how likely are you to attend future FSHP meetings?

Answered: 24 Skipped: 3



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Highly likely | 75.00% | 18 |
| Likely | 20.83% | 5 |
| Not likely | 4.17% | 1 |
| TOTAL | | 24 |

Q11 What are the most important factors or considerations affecting your decision whether to attend future FSHP conferences?

Answered: 16 Skipped: 11

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | It might be nice to break up the meeting over two days, perhaps allowing travel time in the morning and starting the meeting at 10am. You could maybe do 10am-3pm with a tour in the afternoon and then a session from 9am-noon the following morning. That would allow someone who could only come for a day trip to participate. Having the meeting 8am-5pm makes for a long day when you have a 4-5 hour drive home. Spreading it over two days would still allow for only one hotel night but cuts down the longer days. | 11/20/2019 4:19 PM |
| 2 | There is no better way to understand the program; attendance is essential to participation in the program. | 11/20/2019 12:40 AM |
| 3 | location and cost of lodging | 11/19/2019 10:53 AM |
| 4 | How close it is to me. | 11/19/2019 9:40 AM |
| 5 | Location, accommodations, presentation/workshop topics | 11/18/2019 12:53 PM |
| 6 | Information presented. | 11/18/2019 9:10 AM |
| 7 | Our strong commitment to scenic byways and our practice of supporting all of our tour sponsors. | 11/18/2019 9:10 AM |
| 8 | Scheduling and cost | 11/18/2019 9:09 AM |
| 9 | If I am a volunteer with a byway organization or professionally with the byway program, I will attend. I really enjoy being among the volunteers and professionals who attend. | 11/18/2019 8:55 AM |
| 10 | I will attend. I like the dinner and conversation of the night before to get to know people. The day long meeting is great but I would leave out the two coffee breaks, lunch is sufficient. I would end at 4 not 5. That is just for me as I do not like to drive home in the dark and I have over an hour drive. I still will attend but I will leave at 4. Enjoyed all very much. Thanks for all you do for us. | 11/18/2019 8:27 AM |
| 11 | Will be there unless state emergency or wildfires conflict with the timing. | 11/18/2019 8:17 AM |
| 12 | With me it is always fitting it into my schedule - if I can make the calendar work I will definitely attend. | 11/14/2019 1:40 PM |
| 13 | Weather the topics or speakers can help the byway. | 11/14/2019 1:22 PM |
| 14 | Program itinerary and cost. | 11/14/2019 9:04 AM |
| 15 | Location needs to be within a couple of hours drive. | 11/14/2019 7:54 AM |
| 16 | The information that will be provided. A nice location is also a plus. | 11/14/2019 7:30 AM |

Q12 Please feel free to provide any additional observations, suggestions or comments related to the 2019 Florida Scenic Highways Program Statewide Meeting:

Answered: 10 Skipped: 17

| # | RESPONSES | DATE |
|----|---|---------------------|
| 1 | Vegetarian options during lunch would of been a nice addition. | 11/18/2019 12:54 PM |
| 2 | The FSHP Guidance Manual offers suggestions on Preserve, Protect and Enhancing Byway Resources. This is a VERY IMPORTANT topic that needs a specific Presentation on ideas, methods and case examples! I would also like to see the East Coast Greenway Trail present. And the Florida Circumnavigational Saltwater Paddling Trail. | 11/18/2019 9:16 AM |
| 3 | As money is always a challenge for scenic byways, collecting multiple case studies in Florida and nationally on fundraising techniques might be useful to your scenic byways. Also since your byways don't have the resources to attend the Scenic America conference and other state scenic byways conferences, a report on those would be useful. | 11/18/2019 9:15 AM |
| 4 | Keep having the meetings along byways and in buildings like Debary Hall. Always have local people make local arrangements. Thank you Georgia and Cindy. The mood of the meeting is dependent on the dinner and meeting venue. Outstanding local arrangements. | 11/18/2019 8:58 AM |
| 5 | see previous | 11/18/2019 8:28 AM |
| 6 | Please provide presentation power-point via email or website for those who did not attend. Great Job! | 11/18/2019 8:19 AM |
| 7 | I am excited to work with the committee organized to address Statewide issues in Tallahassee. That is a good start in the right direction. | 11/14/2019 1:42 PM |
| 8 | Thank you for giving VISIT FLORIDA the opportunity to share our story with the FSHP group. | 11/14/2019 11:52 AM |
| 9 | Thanks again for coming to West Volusia for 2 years! You are always welcome here and we'd be glad to assist in planning the next meeting! | 11/14/2019 11:08 AM |
| 10 | Appreciated the effort that went into putting the meeting all together. Thank you. Tours of historic places is always a big item with me. | 11/14/2019 9:06 AM |