



Florida Scenic Highways Program | 2022 Annual Meeting March 29, 2022

Presentation Agenda

- 8:00 AM – Breakfast, Session Open
- 9:00 AM – Introductions & Opening Remarks
(Dean Stoddart, FDOT Scenic Highway Coordinator)
- 9:15 AM – Welcome to St. Augustine (TBD)
- 9:30 AM – How to - Byway Economics
(Claudia Calzaretta, FDOT District Five Scenic Highway Coordinator)

10:30 AM Break

- 10:45 AM – How to Create Byway Leaders of the Future
(Dawn Cary, Scenic Sumter Heritage Byway & Dr. Nancy Duke, Heritage Crossroads Scenic Highway & Daytona State College)
- 11:45 AM – Partnership and Possibilities Panel
(Kathie Beck, Department of State, Britney Moore FDEP OGT) (facilitated by Dean Stoddart)

12:15 PM – Lunch & Learn (1.50 Hours)

- 12:25 – Maree Forbes, Ph.D., Director of Development and Marketing for National Scenic Byway Foundation
- 12:45 – Roundtable Byway Introductions (facilitated by Dean Stoddart)
- 1:45 PM – Scenic Highway Advisory Committee (SHAC) meeting
(facilitated by Dean Stoddart)

2:45 PM Break

- 3:00 PM – How to Conduct Relevant Meetings
(Karen Ford, Florida Scenic Highways)
- 3:30 PM – Developing Traction – Energizing Old & New Byways
(Kimley Horn Team)
- 4:30 PM – Florida Scenic Highways Program Office Priorities
(Dean Stoddart)
- 5:00 PM – Session Close (Dean Stoddart)