



FDOT/FSHP Annual Meeting, Byway Leader Training Conference
Guy Harvey Resort
A1A Scenic & Historic Coastal Byway – St. Augustine Beach, FL
Monday-Friday, March 28-April 1, 2022

Monday, March 28th: Welcome Reception – FSHP

- 5:00 Check-In Opens to Pick Up Credentials, *Event Passport Delivery
- 5:00 Social Hour; Cash Bar, Complimentary Hors d'oeuvres
- 5:30 Welcome and Remarks with FDOT FSHP Dean Stoddart
- 7:30 Close Social

Tuesday, March 29th: Convene at Convention Hall – FDOT FSHP Annual Meeting

- 8:00 AM – Breakfast, Session Open (Pastries, coffee, juice – Included)
- 9:00 AM – Introductions & Opening Remarks (Dean Stoddart, FDOT Scenic Highway Coordinator)
- 9:15 AM – Welcome to St. Augustine (Christina Parrish Stone, Exec. Dir, St. Johns Cultural Council)
- 9:30 AM – How to-Byway Economics (Claudia Calzaretta, FDOT D Five FSHP 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)** – Gourmet Boxed Lunch Selections (provided)
 - o 12:25 – Maree Forbes, Ph.D., Managing Director, National Travel Center
 - o 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)

***6:00 – 8:00 PM, (Tuesday, March 29th) A1A AAR Ribbon Cutting Event & Reception – Dignitaries, Speakers: FL Rep., Speaker Designate Paul Renner, Scenic America President Mark Falzone, National Scenic Byway Foundation President Christopher M. Sieverdes, Ph.D. and more!**

Ribbon Cutting at Bridge of Lions, Reception at The White Room with heavy appetizers, (1) hour open bar, speeches & recognitions, social hour. Entertainment: Sam Pacetti, acoustic guitar. Shuttle buses provided for conference attendees from Guy Harvey Resort to ribbon cutting event and back to resort.

Byway Leader Training Instructors: Christopher M. Sieverdes, Ph.D., NSBF President, Sharon Strouse, MS, NSBF Executive Director, Shelia Scarborough & Leslie McLellan, Tourism Currents

Wednesday, March 30th: Convene at Convention Hall, Guy Harvey Resort

- 7:30 Breakfast begins – through 8:30 (Pastries, coffee, juice – Included)
- 8:30 Registration begins in the meeting room, *Event Passport Delivery
- 9:00 Session 1. Welcome, Introductions, NSBF and BLT Orientation
- 9:30 Session 2. Byways Today: Maintaining Intrinsic Quality Integrity
- 10:30 Break
- 10:45 Session 3. Forging Partnerships for Sustainability
- 12:00 Lunch – Taco Bar Buffet (Included) – Lunch & Learn Guest Speaker: Florida author Tim Baker: How to collaborate with local authors to create destinations for travelers from their stories
- 1:00 Session 4. Creating a Useful Corridor Management Plan
- 2:00 Session 5. Interpretation: Telling your Byway Story
- 3:00 Break
- 3:15 Session 6. Wayfinding & First Impressions
- 4:15 Session 7. Authenticity and the Visitor Experience
- 5:30 Social Time

*6:00 – 9:00 PM (March 30th) Dinner for purchase on St. George Street, Free Music Concert – Colonial Quarter at the Colonial Oak Music Park. Entertainment: Southern Tide Band. Attendees invited to explore the Historic Downtown St. Augustine. Shuttle buses provided for conference attendees from Guy Harvey Resort to Downtown St. Augustine and back to resort.

Thursday, March 31st: Convene at Convention Hall

- 7:30 Breakfast begins – you may bring your breakfast plate to the BLT training room
- 8:00 Session 8. Leadership & Management of Byway Organizations: Best Practices & Success Stories
- 9:00 Session 9. Funding Byway Projects & Financing Byway Organizations
- 10:00 Session 10. Managing Donors, Members and Volunteers
- 11:00 Break
- 11:15 Session 11. Marketing your Byway: Know your Story & Itineraries
- 12:00 Lunch – Pasta Selections Buffet (included)
- 1:00 Session 12. Story Telling Technology & Social Media
- 2:00 Session 13. Conservation and Viewshed Protection – Case Studies
- 3:00 Session 14. Byway Challenges & Resources
- 4:30 Session 15. Byway Q&A,

*Recognition/Certificates of Completion

6:00 – 9:00 PM (March 31st): Dinner and a Movie: Dinner for purchase at the resort, screening in conference room of “Freedom On Our Mind” - follows a diverse group of film students who discover the connections between their own lives and the epic struggle for the Civil Rights Act of 1964 while trying to finish their graduation film in the Nation's Oldest City. Q&A with directors, producers, actors. (tentative)

Friday, April 1st

Friday Byway Field Trips: (Pre-Registration Required)

- A. Historic St. Augustine Guided Tour – Behind the Scenes with St. Augustine Historic Places with Florida Trust for Historic Preservation President Jenny Wolfe
- B. The Litter Gitter – Educational Waterway Tour - Guided Tour with Adam Morley
- C. St. Augustine Lighthouse - Archaeological & Historical Tours
- D. Castillo de San Marcos Tour – Guided Tour with Bob Samuels
- E. Marineland Dolphin Adventure - Marineland Staff
- F. UF Whitney Lab & Sea Turtle Hospital – Talk & Tour with Cat Eastman
- G. GTM NERR – Talk & Tour with Shannon Rininger
- H. Fort Matanzas Tour – Self-Guided
- I. Main Street & Trail Town Boosting Business Walk & Talk – Sallie O'Hara

Saturday, April 2nd: 10th Annual Spoonbills & Sprockets Cycling Tour

Marineland, FL 7:00 a.m. – 5:00 p.m. Conference attendees use promo code: CONFERENCE for \$20 discount on Spoonbills & Sprockets 2022 Ride.

www.spoonbillsandsprockets.com





Discovering Hidden Treasures

At the National Scenic Byway Foundation & FDOT Florida Scenic Highway Program Conference

AMERICA'S 184 SCENIC HIGHWAYS & BYWAYS HAVE NEVER BEEN MORE POPULAR

St. Augustine, Florida will be the site of an unprecedented opportunity to bring together industry professionals representing the six intrinsic qualities of 184 National Scenic Byway communities known as America's Byways.

Make your plans now.

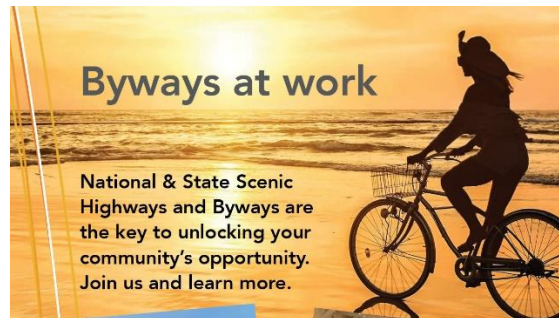
- Networking Opportunities with Industry Professionals
- National Insider Tips & Best Practices
- Connect with Tourism, Recreation & ACH Experts
- Travel Writers: Showcasing Your Destination
- Leading Byway Experts Provide Training & Certification

March 28 – April 1, 2022 St. Augustine, FL

PRESENTING PARTNERS




www.scenica1a.org



Byways at work


National & State Scenic Highways and Byways are the key to unlocking your community's opportunity. Join us and learn more.



INDUSTRY SOLUTIONS
Marketing and promotional ideas running dry? Stimulate your destination's economy by networking with peers. Learn best practice solutions from destinations like yours.

BEAUTIFICATION & SAFETY
From mobility to multi-use trails, connectivity is the buzz word of the day. Learn more about the relationship between aesthetics and safety.

ECONOMIC SOLUTIONS
Learn more about the 184 National Scenic Byways and All-American Roads in your state, and the 1,000+ state designated scenic highways, and how to leverage their intrinsic qualities to benefit your bottom line.



Building Better Byways

Friends of A1A Scenic & Historic Coastal Byway, Inc.
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