

# Big Bend Scenic Byway Corridor Management Entity Meeting Minutes

March 3, 2010, 2 P.M. – 4 P.M., at TCC Wakulla Center

CME members and consultants in attendance were:

INSTITUTION	FNAME	LNAME
<b>MEMBERS</b>		
Apalachee Regional Planning Council	Keith	McCarron
Big Bend Maritime Center	Bill	Lowrie
Carrabelle Lighthouse Association	Lesley	Cox
Florida Division of Forestry	Marti	Miller
Florida Fish and Wildlife Commission	Liz	Sparks
Riverway South Apalachicola	Sharon	Liggett
Leon County CAG	Del	Suggs
Office of Greenways and Trails	Robin	Turner
St. Marks National Wildlife Refuge	Terry	Peacock
St. Marks Waterfronts Florida Partnership	Pamela	Shields
Tallahassee Community College	Bonnie	Holub
Tallahassee Museum	Russell	Daws
VISIT Florida	Kerri	Post
Wakulla County Board of County Commissioners	Lynn	Artz
Wakulla County Realty Association	Tim	Jordan
<b>FDOT and CONSULTANTS</b>		
BBSB Program Coordinator	Pam	Portwood
Applied Sustainability Enterprises (ASE)	Diane	Delaney
Kimley-Horn	Artie	White

1. Call to Order and Introductions – Sharon Liggett, Chair
2. Administrative Business
  - The minutes of the December 10, 2009 CME meeting were approved. (Suggs, Daws, approved)
  - Liz Sparks nominated the Riverway South Apalachicola, a newly formed organization, to become a member of the CME. Sharon Liggett will be their representative. They will hold a summit on March 11 – 12. Contact Liggett for more information. (Sparks, Artz, approved)
  - Portwood attended the Villages Trade Show where she handed out a lot of our rack cards. She is going to attend the Tampa Boats Travel Expo this weekend.
3. Grants Update
  - 2010 – 11 VISIT FLORIDA Cultural Heritage and Nature Tourism Grant Application  
Portwood submitted proposals for two of the three possible grants but decided not to apply for the \$2K Public Education grant at this time because she couldn't define exactly how the funds would be used. She did apply for the \$5K Image Development grant through the City of Apalachicola as well as the \$7K through Florida Foresight (\$3500 grant, \$3500 match) to update the Scenic Byway Guide to burn on CD's and place on the website. Printing 20,000 copies is included in the NSB Grant application.

- The final Wayshowing Plan was distributed in PDF format to the CME this week. Those who have reviewed it were very impressed by the quality. Liggett praised the CME as a whole for the information gathering for the Plan and Diane Delaney and Don Lesh in particular. The National Forest Service Center for Design Implementation, the consultant for the project, has chosen to use this plan as the case study in future work shops. The printed version will be in a three ring binder. Delaney asked if it should be on our website. Portwood said she would check with the webmaster for size limitations. Others suggested possibly having CDI place it on their website and ours could link to it.
- Delaney distributed a matrix showing the estimated costs for all the Primary and Secondary Kiosks and signs, Exhibits, Site Approach Markers, and Tertiary Signs by location and summarized by County. The costs are broken down by the 80% from the NSB grant and 20% match. The grand total of these costs is \$807,075 with \$568,168 from the grant and \$154,535 from matches. She said the CME Members need to look at their portion of the matrix and the Plan to determine avenues for matching support. Implementation of the Wayshowing and Interpretation Plan will require major coordination of all the Byway cities, counties, agencies, and other entities involved. Because this, there is no way to package this proposal together in time to meet the deadline for submission of the NSB 2010 grant. Therefore, she suggested that the CME and its consultants use the next 8 months to finalize the work plan and budget, so that it can be submitted as a 2011 NSB grant. This will allow time for permitting, estimates, agency and local government approvals, etc.
- The 2010 National Scenic Byways Program application is due next Wednesday, March 10. (Portwood arranged an extension to March 12 after the meeting.) Portwood needs as many letters of support as possible by that day. Additional letters can be submitted up until March 25 but try to get the letters in by the 12<sup>th</sup>. She will email instructions following the meeting. The scope of work for the project includes:
  - Update, redesign, and printing 20,000 copies of *The Guide to the Big Bend Scenic Byway*
  - Development of three video podcasts/tours as follows: BBSB overview, Woods and Wildlife, Waterways, and Way of Life.
  - Enhancements to BBSB Website to ensure search engine optimization, social networking, support podcasts, and support downloadable pdf of *The Guide to the Big Bend Scenic Byway*.
  - Purchase and placement of tertiary signs throughout the byway
  - Development and establishment of the *Big Bend Scenic Byway Ambassadors Program*

Liggett called for a motion to approve the grant application.  
(Daws, Suggs, all approved.)

4. Portwood reminded the CME that her contract ends on May 30. She asked the CME for direction on how she should spend her time. The CME agreed that she should work with ASE to outline as much of the Budget and Work Plan for the 2011 grant as possible. This would include meeting with city and county grant coordinators, CME Members, and others who are included in the implementation of the Plan.
5. There are some remaining funds in the Wayshowing grant which ASE will use to complete tasks including: final cost analysis for implementing the Plan; presentation tools for the Plan (PowerPoint presentation and article); drafting letters to all entities involved in implementing the Plan; updating the image library; etc. ASE had already provided final edits of the Plan and had initiated some of these tasks in February. The new material will be included as an appendix to the Plan and will be placed in CDs in each binder. Portwood commented that this information will enable her to then follow-up with everyone regarding potential matching support for the 2011 grant application.
6. Next CME Meeting  
The next meeting will be on Thursday, June 3, 2010 from 2 until 4 P.M. at the TCC Crawfordville Center.
7. Closing Comments and Adjournment.  
Several CME members said that we must find a source to fund Portwood's position following May 30.