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# FLORIDA SCENIC HIGHWAYS PROGRAM 2018 STATEWIDE MEETING

**FDOT** A PROGRAM OF THE FLORIDA  
DEPT. OF TRANSPORTATION

## Agenda for Thursday, May 17, 2018

<b>8:00 - 8:30 am</b>	<b>Networking &amp; Coffee</b>
<b>8:30 - 9:00</b>	<p><b>Welcome &amp; Introductions</b></p> <p>Jeff Caster   Florida Scenic Highways Program Coordinator, Florida Department of Transportation</p> <p>Claudia Calzaretta   District Scenic Highway Coordinator, Florida Department of Transportation District Five</p> <p>Loreen Bobo   Director of Transportation, Florida Department of Transportation District Five</p> <p>Mayor Daisy Raisler   Lake Helen, Florida</p> <p>Cindy Sullivan   River of Lakes Heritage Corridor</p>
<b>9:00 - 10:45</b>	<p><b>Road Trip! Delivering High-Quality, Memorable Visitor Experiences on Scenic Byways</b></p> <p><b>Panelists:</b></p> <p>Nelson Mongioli   Visit Florida</p> <p>Stephanie Liskey   Florida Scenic Highways Program &amp; Sailforth Productions</p> <p>Danielle Anderson   Byway Administrator, A1A Scenic &amp; Historic Coastal Byway</p> <p>Wanda Maloney   Florida Scenic Highways Program &amp; Corridor Solutions</p>
<b>10:45 - 11:00</b>	<b>Break</b>
<b>11:00 - 11:30</b>	<p><b>What are MPOs?</b></p> <p><b>Presenter:</b></p> <p>Lois Bollenback   Executive Director, River-to-Sea TPO</p>
<b>11:30 - Noon</b>	<p><b>Byway Access - Ability and Public Land Opportunities</b></p> <p><b>Presenter:</b></p> <p>Marti Miller   Florida Forest Service</p>
<b>Noon - 1:00</b>	<b>Networking Lunch</b>

1:00 - 1:30	<p><b>Double Dipping: Combining Community Engagement and Member Recruitment</b></p> <p><b>Facilitators:</b></p> <p>Wanda Maloney   Florida Scenic Highways Program &amp; Corridor Solutions Mike Palozzi   Florida Scenic Highways Program &amp; Atkins North America</p>
1:30 - 2:15	<p><b>Make Your Case: Crafting Persuasive Grant Applications</b></p> <p><b>Presenters:</b></p> <p>Cathie Parrott   J.C. Penney Memorial Scenic Highway Peer-to-Peer Exchange of Challenges and Best Practices</p>
<b>2:15 - 2:30 Break</b>	
2:30 - 3:00	<p><b>Partnerships: Building Relationships with Organizations that Share Your Mission</b></p> <p><b>Presenters:</b></p> <p>Greg Gensheimer   Green Mountain Scenic Byway Wayne Carter   Executive Director, MainStreet DeLand</p>
3:00 - 3:30	<p><b>Counting “Heads in Beds”: How to Collect Tourism Data for Grant Reporting</b></p> <p><b>Presenter:</b></p> <p>Georgia Turner   Executive Director, West Volusia Tourism Advertising Authority</p>
3:30 - 4:00	<p><b>Getting to Know the Florida Byway Traveler: New FSHP Tool for Collecting Scenic Highway Visitor Data</b></p> <p><b>Presenter:</b></p> <p>Wanda Maloney   Florida Scenic Highways Program &amp; Corridor Solutions</p>
4:00 - 4:30	<p><b>Wrap-up</b></p> <p><b>Facilitator:</b></p> <p>Jeff Caster   Florida Scenic Highways Program Coordinator, Florida Department of Transportation</p>