



Coco Vista Centre
 466 SW Port St. Lucie Blvd, Suite 111
 Port St. Lucie, Florida 34953
 772-462-1593
www.treasurecoastscenichighway.com

TREASURE COAST SCENIC HIGHWAY (TCSH) COMMITTEE

Regular Meeting

Friday, December 13, 2024
 10:00 am

Public Participation/Accessibility

Participation in Person: Public comments may be provided in person at the meeting. Persons who require special accommodations under the Americans with Disabilities Act (ADA) or persons who require translation services (free of charge) should contact the St. Lucie TPO at 772-462-1593 at least five days prior to the meeting. Persons who are hearing or speech impaired may use the Florida Relay System by dialing 711.

Written and Telephone Comments: Comment by email to TPOAdmin@stlucieco.org; by regular mail to the St. Lucie TPO, 466 SW Port St. Lucie Boulevard, Suite 111, Port St. Lucie, Florida 34953; or call 772-462-1593 until 9:30 am on September 20, 2024.

AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Comments from the Public**
4. **Approval of Agenda**
5. **Approval of Meeting Summary**
 - *September 20, 2024 Regular Meeting*
6. **Action Items**
 - 6a. **Officer Elections:** Election of a Chairperson and a Vice-Chairperson for the TCSH Committee for 2025.

Action: Nominate and Elect a Chairperson and Vice-Chairperson for the TCSH Committee.

- 6b. 2025 Meeting Schedule:** Approval of the proposed 2025 regular meeting dates for the TCSH Committee.

Action: Approve the proposed 2025 regular meeting dates, approve with conditions, or do not approve.

- 6c. 2025 Annual Work Plan:** Review and adoption of the 2025 Annual Work Plan by the TCSH Committee.

Action: Adopt the 2025 Annual Work Plan, adopt with conditions, or do not adopt.

7. Discussion Items

- 7a. Highlights from the IRL Science Festival:** Summary of TCSHC attendance at the IRL Science Festival on October 26, 2024.

Action: Discuss and provide comments.

- 7b. Sub-committee Updates:** Review meeting summaries and major items from Subcommittee Meetings.

Action: Discuss and provide comments.

- 7c. Florida Scenic Highways Program (FSHP) Updates:** Overview of recent FSHP updates.

Action: Discuss and provide comments.

8. Recommendations/Comments by Members

9. Staff Comments

- 10. Next Meeting:** The next meeting of the TCSHC will be a regular meeting on Friday, February 14, 2025, at 10:00 am.

11. Adjourn

NOTICES

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Items not included on the agenda may also be heard in consideration of the best interests of the public's health, safety, welfare, and as necessary to protect every person's right of access. If any person decides to appeal any decision made by the TCSH Committee with respect to any matter considered at a meeting, that person shall need a record of the proceedings, and for such a purpose, that person may need to ensure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is to be based.

Kreyòl Ayisyen: Si ou ta renmen resevwa enfòmasyon sa a nan lang Kreyòl Ayisyen, tanpri rele nimewo 772-462-1593.

Español: Si usted desea recibir esta información en español, por favor llame al 772-462-1593.



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TREASURE COAST SCENIC HIGHWAY (TCSH) COMMITTEE

Regular Meeting

DATE: Friday, September 20, 2024

TIME: 10:00 am

MEETING SUMMARY

1. Call to Order

The meeting was called to order at 10:11 am. Ms. Torres introduced herself to the members.

2. Roll Call

The roll call was conducted via sign-in sheet. The following members were present, with no quorum reached:

Members Present

Irene Arpayoglou

William Nash

Kerry Driver, Vice Chair

Diana Gregory, Chair

Steven Haines

April Price

Others Present

Peter Buchwald

Representing

Florida Department of
Environmental Protection –
Coastal and Aquatic Managed
Areas Division

Florida Department of
Environmental Protection –
State Parks Division

Fort Pierce City Planning
Department

Indian River Drive

Indian River Drive

St. Lucie County (at-large)

Representing

St. Lucie TPO

Stephanie Torres
Teresa Lane

St. Lucie TPO
Recording Specialist

Chairwoman Gregory opened the meeting by saying she'd like to discuss comments Mr. Buchwald made before the meeting began. Mr. Buchwald had noted that the board is operating more like a nonprofit committee than a government organization and is not subject to the state's open-meetings law like committees that provide recommendations to elected government bodies. He noted the board can decide on its own whether to require that a quorum be present and whether meeting minutes are recorded. Mr. Buchwald said he had consulted with an attorney for the St. Lucie County Board of County Commissioners who agreed the committee can operate outside of the state's Government-in-the-Sunshine law, even though the TPO provides financial and staff support for the group.

Chairwoman Gregory said she prefers having a quorum because it ensures the committee represents all areas of the county, and she prefers meeting minutes be recorded to provide a reference point for future discussions. Ms. Price said she serves on several nonprofit committees and said they keep minutes and try to maintain a quorum to retain accountability. Mr. Haines said he's more interested in maintaining representation than a quorum and said it's difficult to set minimums on a volunteer group. Mr. Nash said he prefers informal rules and Ms. Arpayoglou said she likes having minutes and favors holding meetings as long as members are representative of the community. Vice Chairwoman Driver said she's not concerned with maintaining a strict quorum but enjoys reading the minutes.

Ms. Torres noted that staff turnover within the City of Port St. Lucie and St. Lucie County governments has left two spots vacant for the last few months and said she expects the replacements to attend the next meeting. Each member gave a brief description of their backgrounds. The newest member, Ms. Price, said she is President of the Marine Industries Association of the Treasure Coast and is active in several nonprofit groups. She said she joined the committee because of her lifelong love of Indian River Drive.

3. Comments from the Public – None.

4. Approval of Agenda

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* **MOTION** by Ms. Arpayoglou to approve the meeting agenda.

** **SECONDED** by Mr. Haines Carried **UNANIMOUSLY**

5. Approval of Meeting Summary

* **MOTION** by Chairwoman Gregory to approve the summary of the June 21, 2024 Regular Meeting.

** **SECONDED** by Ms. Arpayoglou Carried **UNANIMOUSLY**

6. Annual Work Plan Activity Status Report: An update on the status and progress of each of the 2024 Work Plan activities.

Ms. Torres said the Treasure Coast Scenic Highway Committee (TCSHC) has completed several tasks this year and will participate in its first Community Engagement event on October 26 at the Indian River Science Fest. She has requested Mobility Week event ideas from FDOT, and said the 2025 Work Plan and 2024 Annual Reports are on track to meet the target of November submission to the Work Plan.

Ongoing activities include boosting social media presence on Instagram, supporting partner projects consistent with the TCSHC’s vision, and developing a youth outreach program with local high schools, Ms. Torres said. Some Annual Work Plan tasks require attention, including developing a stakeholder list and conducting a Byway/Scenic Highway Listening Session for Stakeholders, Ms. Torres said.

She noted that developing a stakeholder list was originally estimated to be completed in 2024. Mike Palozzi of FDOT has supplied a list from previous committees. She said stakeholders can be any person or group that has interests along the Treasure Coast Scenic Highway and said the subcommittee(s) that assume this task will gather names and contact information. The TPO will send official stakeholder invitation letters to contacts for permission to designate them as official stakeholders. The stakeholders will then be added to event distribution lists and future correspondence, Ms. Torres said.

Ms. Torres said conducting a Byway/Scenic Highway Listening Session for Stakeholders was originally estimated for completion in October 2024. The key purpose of the sessions will be to build understanding in the community of the benefits of the scenic highway, she said, noting

that the sessions will be used to gather feedback, encourage participation and identify challenges. Mr. Haines suggested the Hutchison Island HOAs could be stakeholders, and Ms. Torres said every subcommittee could have a different stakeholder list.

Ms. Price said property owners along Indian River Drive and Hutchinson Island would be the most passionate about joining the group and recommended developing an email list of property owners and trying to collect contact information. Mr. Haines said he can post information on the Indian River Drive Facebook page and suggested targeting groups rather than individuals to get the maximum exposure.

Chairwoman Gregory asked if the group could mail postcards by address to Indian River Drive residents and schedule an outreach event on Zoom to capture more participants. Ms. Torres said she will look at the budget and said FDOT will print materials so the only expense the committee would bear is postage.

Ms. Arpayoglou said if the committee uses existing St. Lucie County social media sources they could potentially reach a wide swath of the community free of charge. She mentioned that many social media posts the County government submits receive thousands of comments.

Ms. Price said money could be used to pay for Zoom accounts and decipher analytics from email distributions. She said people seem to prefer scanning QR codes rather than receiving handouts because of trash and litter concerns. Ms. Arpayoglou asked if the Partner Outreach Subcommittee could decide on which stakeholders to contact, and said she thinks the group should focus on compiling a list before scheduling a listening session.

* **MOTION** by Ms. Arpayoglou to assign the stakeholder task to the Partner Outreach Subcommittee.

** **SECONDED** by Chairwoman Gregory Carried **UNANIMOUSLY**

7. Subcommittee Status Updates: Review of meeting summaries and major items from subcommittee meetings.

Ms. Torres said every subcommittee except Public Outreach met in early September to review its vision and develop activities that can be carried

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out during the 2025 Work Plan cycle. She asked members of each subcommittee to summarize their meetings.

Mr. Haines said the Funding Sources Subcommittee identified funding needs and approved a work plan, and he asked the full committee to approve it. He said the group determined its first steps would be to identify resources and grant opportunities and then circle back to sponsorships and strategies. The subcommittee also wants to submit at least one grant application during the 2025 Work Plan cycle, Mr. Haines said. Chairwoman Gregory said the group needs money for printing but has no money in its existing budget. Mr. Haines said the TCSHC can apply for a national grant next year but not this year.

Ms. Price asked if the group has registered as a 501(c)(3) non-profit corporation, noting that a lot of grants require a funding match. She said many grant agencies look closely at what projects would be funded with the money, not which agency is seeking the money. Mr. Haines said he's not sure how the money will be used and said an agency like the Downtown Business Association might not be worried about non-profit status before it donates to the cause.

Mr. Haines said FDOT's marketing team will market the TCSHC but said if the group participates in events, it will need branded marketing materials. Ms. Price said the group can use in-kind donations to match grants as long as they document the dollar value. Lunch for participants in the listening session would be a worthy expense, she said, noting that food is effective in luring participants. Ms. Torres said she brings the TPO table and tent to in-person events.

* **MOTION** by Ms. Arpayoglou to approve the Funding Subcommittee's work plan goals.

** **SECONDED** by Mr. Haines Carried **UNANIMOUSLY**

On the Partner Outreach Subcommittee, Ms. Arpayoglou said members brainstormed potential partners like the Indian River Lagoon National Estuary Program, Oxbow Eco Center and other institutions, businesses and community partners. She said the TCSHC can participate in Earth Day next year at the Oxbow Center, and said the subcommittee would like to produce a quarterly newsletter during the upcoming Work Plan cycle.

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* **MOTION** by Chairwoman Gregory to promote a quarterly newsletter.

** **SECONDED** by Ms. Price Carried **UNANIMOUSLY**

For the Youth Outreach Subcommittee, Ms. Driver said a main concern is to ensure student safety by screening potential volunteers with background checks. Although government employees who serve on the TCSHC have undergone background checks through their workplaces, community volunteers should be screened as well, she said.

Ms. Price said youth sports clubs often run background checks on volunteers and require them to complete a certification process to ensure safety. Mr. Haines said the fees for the certification process could be an expense the committee will have to incur. Mr. Nash said the Florida Department of Law Enforcement has a national database to search backgrounds and identify sexual predators and is free for government agencies to use.

Ms. Driver said the group’s goal is to host a youth kickoff meeting next year and establish priorities throughout the year. Ms. Price suggested the subcommittee establish its goals first and promote action-oriented items.

* **MOTION** by Chairwoman Gregory to approve the Youth Outreach Subcommittee’s Work Plan goals.

** **SECONDED** by Ms. Price Carried **UNANIMOUSLY**

Chairwoman Gregory noted that Ms. Price is a new member and can choose which subcommittee(s) on which she’d like to serve.

8. Community Engagement Opportunities: Review of current volunteer list for Indian River Lagoon Science Festival and consider participation at other events taking places through the rest of the year.

Ms. Torres asked for volunteers to join her at the TCSHC’s first community engagement event on Saturday, Oct. 26, at Veterans Memorial Park on Indian River Drive in Fort Pierce. The ninth annual festival will feature hands-on activities from exhibitors, stage

performances and more. Ms. Torres said she has a free shell-painting activity for children and free FDOT sunglasses to give away but needs volunteers to help run her outdoor booth. Mr. Haines said he will attend the event, which runs from 10 a.m. to 3 p.m.

9. Florida Scenic Highways Program (FSHP) Update: Overview of the recent 2024 FSHP Mid-Year meeting.

Ms. Torres said she and Chairwoman Gregory attended the Mid-Year Meet Up online Sept. 12 and heard from byway members around the state. She said she was excited to hear news and ideas from across the state and provided an update on the TCSHC's activities and upcoming plans.

Dean Stoddard with FDOT Central Office shared several updates that can be useful to the committee, Ms. Torres said. FDOT has offered printing services to all Scenic Highway committees and will print any brochures or other materials requested.

In addition, Ms. Torres said, FDOT has hired a consultant videographer and photographer to visit each scenic highway so they can visually document the beauty of the area for use on each committee's web page and social media accounts. They will also conduct interviews, Ms. Torres said, noting she will update the group on any upcoming photography timelines.

Ms. Torres reminded members they're invited to annual meetings and said next year's meeting will be held in north Florida near the Panhandle. Once a date and place have been decided, she said, she'll update the group. A virtual meeting option will also be available.

Mike Palozzi, senior project manager for Atkins Engineering and FDOT District 4 coordinator of the FSHP, will discuss at the next Funding Subcommittee meeting how it can apply for the next National Scenic Byways Program (NSBP) grant, Ms. Torres said. The Funding Subcommittee hopes to apply for a grant during next year's funding cycle. Mr. Palozzi will also discuss best practices when applying and what types of projects we should be looking to fund.

Ms. Torres said she's learned that \$60 million in grant money is being requested for 2025. The NSBP is an office within the Federal Highway Administration that has offered grants to designated scenic highways for more than 20 years, she said. After a several-year lapse, the grants

were reinstated in 2021-2022, when the Florida award winner was the Green Mountain Scenic Highway in Lake County.

- 10. Recommendations/Comments by Members** – Mr. Nash said the entrance to Fort Pierce Inlet State Park is being rebuilt because of recent flooding in the area. He said crews at Avalon State Park will be surveying invasive plants, predominantly Brazilian pepper trees. Mr. Haines reminded members they can visit the river in front of his house to view recent oyster matting and seagrass planting efforts.

- 11. Staff Comments** – Ms. Torres said the committee still needs resident members from unincorporated North and South Hutchinson Islands. She said government members from St. Lucie County and the City of Port St. Lucie have changed since the last meeting but said the new members should be present for the next meeting.

- 12. Next Meeting:** The next meeting of the TCSHC will be a regular meeting scheduled for 10:00 am on Friday, December 13, 2024.

- 13. Adjourn** – The meeting was adjourned at 11:35 am.

Respectfully submitted:

Approved by:

 Teresa Lane
 Recording Specialist

 Diana Gregory
 Chairwoman



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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	December 6, 2024
Item Number:	6a
Item Title:	Annual Officer Elections
Item Origination:	CME Bylaws, Rules, and Procedures
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Nominate and elect a Chairperson and a Vice Chairperson for the Treasure Coast Scenic Highway Committee for 2025. The current Chairperson is Diana Gregory, and the current Vice Chairperson is Kerry Driver.
Staff Recommendation:	Not applicable

Attachments

- None



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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	December 6, 2024
Item Number:	6b
Item Title:	2025 Meeting Dates
Item Origination:	Treasure Coast Scenic Highway Committee
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Review and approve the proposed 2025 meeting dates for the TCSHC, approve with conditions, or do not approve.
Staff Recommendation:	It is recommended that the proposed 2025 meeting dates for the TCSHC be approved.

Attachments

- Proposed TCSHC 2025 Meeting Dates



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TREASURE COAST SCENIC HIGHWAY COMMITTEE (TCSHC)

2025 Meeting Dates *(Proposed)*

Friday, February 14, 2024, 10:00 am

Friday, May 9, 2024, 10:00 am

Friday, August 15, 2024, 10:00 am

Friday, October 10, 2024, 10:00am

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AGENDA ITEM SUMMARY

Board/Committee: Treasure Coast Scenic Highway Committee (TCSHC)

Meeting Date: December 6, 2024

Item Number: 6c

Item Title: 2025 Annual Work Plan

Item Origination: Treasure Coast Scenic Highway Committee

UPWP Reference: Task 4.2: Intergovernmental Planning and Coordination

Requested Action: Review and approve the 2025 Annual Work Plan for the TCSHC, approve with conditions, or do not approve.

Staff Recommendation: It is recommended that the draft 2025 Annual Work Plan be reviewed by the TCSHC and approved.

Attachments

- Staff Report
- Draft 2025 Annual Work Plan



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MEMORANDUM

TO: Treasure Coast Scenic Highway Committee (TCSHC)

THROUGH: Peter Buchwald
Executive Director

FROM: Stephanie M. Torres
Bicycle Pedestrian Program Manager

DATE: December 6, 2024

SUBJECT: 2025 Annual Work Plan

BACKGROUND

The 2025 Annual Work Plan for the Treasure Coast Scenic Highway Committee (TCSHC) is a document required to be completed by the TCSHC. The Annual Work Plan specifies the programs, projects, and activities that the TCSHC will undertake for the 2025 calendar year along with a timeframe for completion and responsible party.

ANALYSIS

The 2025 Annual Work Plan is attached which incorporates activities and goals that will assist the committee with reorganization efforts, community engagement, and education efforts to educate the community on the Treasure Coast Scenic Highway. The 2025 Work Plan consists of 10 major activities that correlate with the 5 goals of the Treasure Coast Scenic Highway Committee.

The major activities included on the 2025 work plan include:

- **Increase Social Media Presence:** Develop a clear and consistent social media strategy that allows for proactive engagement with the community by sharing visual content, highlighting projects, and

detailing initiatives to reach new and potential members, partners, and supporters.

- **Participation in community engagement efforts educating the community on the byway and FSHP:** Community Engagement and Outreach efforts aim to inform residents, business, tourists, and local governments about how the scenic highway can benefit the community in terms of economic, environmental, social, and cultural aspects.
- **Meet FSHP reporting requirements for Annual Report and Work Plan submissions:** The committee will submit two reports annually to the Florida Scenic Highway Program. An Annual Work Plan is due by November 1st that outlines the goals, strategies, and actions for the upcoming year. An Annual Report is due annually by February 15th that summarizes the TCSHC's achievements, challenges, and impacts for the previous year.
- **Expand partnership network adding at least (5) local businesses, environmental organizations, or community groups to support the TCSHC:** To strengthen support for the TCSHC, the committee will work to identify local businesses, environmental organizations, and community groups that align with the goals of the TCSHC. By focusing on expanding the partnership network, the committee aims to enhance support and resources available to the TCSHC.
- **Support partner projects that are consistent with the TCSHC's vision:** Collaborate with local organizations, agencies and community groups to identify, support and promote projects that contribute to the overall goals of the TCSHC and FSHP.
- **Development and Distribution of the Treasure Coast Scenic Highway Newsletter:** The committee will develop and distribute a regular newsletter to keep partners and community members informed about on-going projects, upcoming events, and important updates related to the scenic highway. The newsletter aims to engage residents, stakeholders, and visitors, increasing awareness of the TCSHC.
- **Identify potential grant opportunities and submit one grant application:** Because successfully securing a grant will provide essential funding to ongoing and future projects, the committee will seek out grant opportunities. The committee will collaborate with local organizations and stakeholders to gather necessary information to ensure the application is competitive.

- **Support FSHP efforts to educate the community on the value of a designated byway:** Because engaging the community can foster a sense of ownership and stewardship, the TCSHC will participate in, and support events initiated by FDOT D4 Scenic Highway Program.
- **Develop a Youth Outreach Program with local High Schools:** Because educating young people about the scenic, natural, cultural, and historical values of the TCSH will help foster the next generation of stewards for the TCSH, a youth outreach program will be established that allows participating in the scenic highway program while gaining community service hours.
- **Organize a Youth Engagement Kick-Off Meeting:** Because the TCSHC aims to foster youth involvement and awareness in the preservation of the scenic highway, the committee will organize a youth engagement kick-off meeting. The meeting will be aimed at engaging local youth to participate in the efforts of the TCSHC, aiming to inspire a sense of stewardship and community involvement.

RECOMMENDATION

Because the 2025 Annual Work Plan meets the requirements of the Florida Scenic Highway Program and will assist the TCSHC by providing goals and activities for the 2025 calendar year, it is recommended that the Treasure Coast Scenic Highway Committee review and approve the 2025 Annual Work Plan.



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TREASURE COAST SCENIC HIGHWAY COMMITTEE (TCSHC)

DRAFT 2025

Annual Work Plan

Program/Project/Activity	Goal(s)	Lead	Estimated Date of Completion	Funding/ Technical Support Source(s)
Increase social media presence.	Goals 3-4	TCSHC & St. Lucie TPO	Ongoing	Volunteers & St. Lucie TPO
Participation in community engagement efforts educating the community on the byway and FSHP.	Goals 4-5	TCSHC Public Outreach Subcommittee	Ongoing	Volunteers, St. Lucie TPO, and FDOT
Meet FSHP reporting requirements. Submittal of Annual Report and Annual Work Plan.	N/A	TCSHC & St. Lucie TPO	February 1, 2025 November 15, 2024	St. Lucie TPO and FDOT
Expand partnership network adding at least five local businesses, environmental organizations, or community groups to support the TCSHC.	Goals 1,3 & 4	TCSHC Partner Outreach Subcommittee	October 2025	Volunteers & St. Lucie TPO
Support partner projects that are consistent with the organization's vision.	Goals 1-3	TCSHC Partner Outreach Subcommittee	Ongoing	Volunteers and Partners
Development and distribution of the Treasure Coast Scenic Highway Newsletter	Goals 3-4	TCSHC Partner Outreach Subcommittee	Ongoing April 2025 July 2025 October 2025 January 2026	Volunteers & St. Lucie TPO
Identify potential grant opportunities and submit one grant application.	Goals 1, 3-5	TCSHC Funding Outreach Subcommittee	December 2025	Volunteers, St. Lucie TPO, and FDOT
Support FSHP efforts to educate the community on the value of a designated byway.	Goal 4	TCSHC & St. Lucie TPO	Ongoing	St. Lucie TPO & FDOT
Develop Youth Outreach Program with local High Schools.	Goals 3-4	TCSHC Youth Outreach Subcommittee	Ongoing	Volunteers & St. Lucie TPO
Organize a Youth Engagement Kick-Off Meeting	Goals 3-5	TCSHC Youth Outreach Subcommittee	August 2025	Volunteers, St. Lucie TPO, and FDOT

¹TPO: St. Lucie Transportation Planning Organization

²N/A: Not Applicable

³FDOT: Florida Department of Transportation

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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	December 6, 2024
Item Number:	7a
Item Title:	Highlights of the IRL Science Festival
Item Origination:	Treasure Coast Scenic Highway Committee
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	None. Staff will provide an overview of TCSHC participation at the IRL Science Festival.
Staff Recommendation:	Not applicable.

Attachments

- None



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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	December 6, 2024
Item Number:	7b
Item Title:	Subcommittee Status Updates
Item Origination:	Treasure Coast Scenic Highway Committee
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Review and discuss the subcommittee meeting summaries.
Staff Recommendation:	Not applicable.

Attachments

- Funding Subcommittee Meeting Minutes
- Public Outreach Subcommittee Meeting Minutes



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TREASURE COAST SCENIC HIGHWAY (TCSH) COMMITTEE

Funding Subcommittee Meeting

Wednesday, December 4, 2024
 12:00pm

1. **Welcome / Introductions**
2. **Funding Strategies with Mike Palozzi**
 - 1) **Non-for-Profit status for Byways**
 - 2) **Private Grant Opportunities**

Mike reviewed the pros and cons of obtaining non-for-profit status. Noting expanded grant opportunities as a positive. Some of the challenges noted were the designation of administrative tasks, costs tracking, and project management could take extensive time commitments from committee members so that should be noted up front.

Mike also noted that there are opportunities for private grants and that making relationships with partners such as the Kiwanis, Visit Florida, Visit St. Lucie, and Tourism Development Council. Beginning to create a partnership with these organizations and establishing a relationship could lead to small donations to secure branded marketing materials and other needed promotional items.

3. **2025 Work Plan Activities**
 - 1) **Identify Specific Grant Resources**
 - 2) **Submit at least one grant application this year.**

The subcommittee discussed the need to determine a tangible project that could be accomplished. Mike mentioned that Welcome Kiosks grants were secured from the Felburn Foundation to the Florida Black Bear Scenic Highway, noting that could be a potential project that required no matching, however the scope and plans were ready as the byway submitted the grant application. Diana who serves on the Friends of the Savannas Preserve State Park mentioned that the State Parks have kiosks already constructed that we could possibly ask for permission to use one side. Steven noted that there are several City and County owned facilities along the byway that we could also inquire about.

Mike mentioned that we should look to lean on FDOT for printing of the TCSH brochure as we already have a nice design and FDOT has offered printing services. Stephanie noted that the committee has a stock of our brochures but inquired if FDOT would be willing to print the kiosk panels for us in lieu of brochures. Mike said that the request could be presented to FDOT as we secure permissions from the parks.

4. Next Steps / Action Items**1) Ideas???**

- Assign responsibilities for researching and applying for grants.
- Identify potential projects to be funded
- Identify grant opportunities and deadlines.

The subcommittee will work to determine the appropriate contacts at the city, County and State Parks along the byway.

The subcommittee will determine potential kiosk locations a TCSH informational panel could be added to.

5. Recommendations/Comments by Members**6. Staff Comments**

7. Next Meeting: The next meeting of the TCSHC will be a regular meeting Friday, December 13, 2024, at 10am.

8. Adjourn

Indian River Lagoon Treasure Coast Scenic Highway

TCSHC - Funding Outreach
Subcommittee



Funding Strategies

First.....

- ▶ What do you want to do?
 - ▶ Review your Mission
 - ▶ Review your Goals
 - ▶ Review your Work Plan
 - ▶ Understand available volunteer support



Second.....

- ▶ Project Development
 - ▶ Location (who owns the R/W at project location)
 - ▶ Cost
 - ▶ Schedule
 - ▶ Ability to accomplish
 - ▶ Local gov't support
 - ▶ Volunteer availability

Funding Strategies

Other Thoughts/Grant Perspective

- ▶ Match requirement
- ▶ Non-Profit requirement
- ▶ Funding Phases Required
- ▶ Who will manage the project and do any required reporting
- ▶ Monitor the types of projects being completed by other byways



Funding Strategies

Other Thoughts/Grant Perspective

- ▶ Prepare submittal package ahead of grant advertisement
- ▶ Review previous awardee submittal packages
- ▶ Meet with grant PM ahead of advertisement

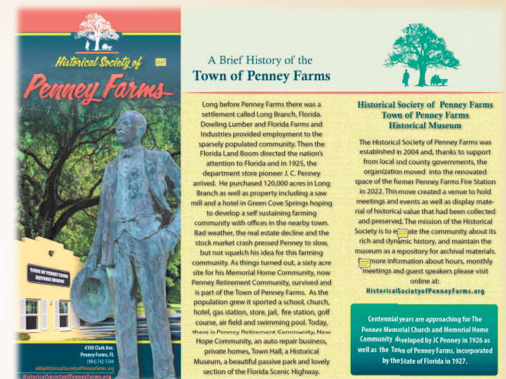
Even More Thoughts

- ▶ Are you eligible to apply
- ▶ Each grant opportunity has its own personality (i.e. TDC/heads in beds)
- ▶ Look for low hanging fruit opportunities (local/regional perhaps)
- ▶ Consider looking at foundations
- ▶ Look for free stuff (FDOT printing)

Funding Strategies

Recent Byway Awards

- Felburn Foundation
- Kiwanis Clubs
- FP&L
- Visit Florida
- Tourist Development Council
- State License tag funds (i.e. IRL, Surfing Foundation)
- Florida Wildflower Foundation
- FDOT Landscape Grants
- FDOT





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TREASURE COAST SCENIC HIGHWAY (TCSH) COMMITTEE

Public Outreach Subcommittee Meeting

Wednesday December 4, 2024
 1:30pm

1. Welcome / Introductions

2. Annual Work Plan Activity – Subcommittee Focus

- Participation in community engagement efforts educating the community on the byway and FSHP.

Stephanie provided a quick overview of the IRL Science Festival and suggested that this be an annual event going forward.

3. Public Outreach

- Strategies for engaging the community, promoting awareness, and gathering feedback.

The subcommittee agrees that event attendance and joining in to support already established community events may be our best strategy currently.

4. Upcoming Events / Activities

- Upcoming events we can attend?

Committee members were asked to look for one or two events that the committee can potentially attend in the first quarter of 2025. The committee members selected a month to research community events to be presented to the group at the regular meeting.

- David – January
- Kerry – February
- Diana – March
- Stephanie – April

5. Collaboration with other committees or organizations

- Discuss potential partnerships with other committees, local organizations, or government agencies.
- Explore ways to leverage existing networks for outreach efforts.

Diana offered to keep the committee informed of events being organized by the Friends of the Savannas State Park so the committee can attend and support. It was also noted that considering we have so many partners from State and Local Agencies that we ask they keep us informed of any community events their agency is having so we can determine if it should be an event the TCSH attends.

7. Next Steps / Action Items

Each subcommittee member will suggest one to two events to be attended for the first quarter of 2025. With the goal to attend one event a quarter through 2025.

8. Recommendations/Comments by Members**9. Staff Comments**

10. Next Meeting: The next meeting of the TCSHC will be a regular meeting Friday, December 13, 2024 at 10am.

11. Adjourn



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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	December 6, 2024
Item Number:	7c
Item Title:	Florida Scenic Highway Program (FSHP) Update
Item Origination:	TCSHC Work Plan
UPWP Reference:	Task 4.2 – Intergovernmental Planning
Requested Action:	Discuss and provide comments. Staff will provide updates on planning efforts for the FSHP state workshop being held in April 2025.
Staff Recommendation:	None

Attachments

- None