



Corridor Management Entity (CME) Meeting  
December 11, 2017 @ 4:00 p.m.  
Lake Wales Museum & Cultural Center  
325 S. Scenic Highway, Lake Wales, FL 33853



Babson Park \* Dundee \* Frostproof \* Haines City \* Highland Park \* Hillcrest Heights \* Lake Hamilton \* Lake of the Hills \* Lake Wales \* Polk County

## **MEETING AGENDA**

### **1. Welcome Members and Visitors**

### **2. Approval of Minutes**

- Minutes of Quarterly meeting October 16, 2017 **Action is required.** ([Attachment](#))

### **3. Board Appointments and CME Bylaws**

- Discussion and election of Ridge Scenic Highway Corridor Management Entity Secretary and At-Large Board Members pursuant to the CME's Bylaws **Action is required.** ([Attachment](#))

### **4. 39-Mile Scenic Highway Yard Sale Review**

- Discussion on the November 4<sup>th</sup> Yard Sale

### **5. 2017 Annual Report**

- The Annual Report is due to the State in February. **Action is required.** ([Attachment](#))  
*Additional information will be passed out at the meeting.*

### **6. Treasurer's Report**

- Mr. Ed Esteve, CME Treasurer

### **7. 2018 Meeting Calendar**

### **8. Other Communications and Reports**

- Next Board Meeting:
  - March 12, 2018
  - 4:00 p.m.
  - Location – to be determined at the meeting

### **9. Adjournment**



Corridor Management Entity (CME) Board Meeting  
October 16, 2017 @ 4:00 p.m.  
Lake Wales Museum & Cultural Center  
325 S. Scenic Highway, Lake Wales, FL 33853



Babson Park \* Dundee \* Frostproof \* Haines City \* Highland Park \* Hillcrest Heights \* Lake Hamilton \* Lake of the Hills \* Lake Wales \* Polk County

**DRAFT MEETING MINUTES**

**Members Present:**

Doug Leonard – Lake Hamilton  
Ed Esteve – Lake of the Hills  
Johnny Powell – Historic North Corridor  
Mayor Eugene Fultz – Lake Wales  
Jennifer Nanek – Lake Wales  
Monica Drake Pierce – Lake Wales Alternate  
Charles Baker – At-Large Educational Member

**Staff Present:**

Curtis Knowles, Polk TPO  
Darryl Richard, FDOT District One

**1. Call to Order:**

The meeting was called to order at 4:10pm by Ed.

**2. Approval of Minutes**

Ed moved approval of the minutes of the Quarterly meeting on December 12, 2016, seconded by Johnny. Motioned carried.

**3. Board Appointments**

Discussion was held on changing the membership on the RSH from individual positions to group membership, and deleting the “at-large” positions. The city and county positions would remain, delete the TPO appointee since a ridge city commissioner has been historically appointed to the RSH. No action was taken.

**4. 39-Mile Scenic Highway Yard Sale Committee Update**

Discussed that there have been over 19,000 Face Book interactions regarding the upcoming yard sale. Mike to send Scenic Highway flyers/handouts to Jennifer. Informational item only.

**5. 2018 RSH Annual Work Plan**

The 2018 RSH Annual Work Plan was reviewed and discussed by the CME. Motion to approve made by Doug, seconded by Ed. Motion carried.

**6. Treasurer’s Report**

Mr. Ed Esteve, CME Treasurer, reported that the checking account balance as of today is \$855.00. Also, a discussion was held regarding the potential of 501(c)3 status for the CME. Informational item only.

**7. Other Communications and Reports**

- Future Internships for people to write grants.
- As new members are added to the CME, Goals & CMP can be reviewed and amended if needed.
- Next meeting – December 11, 2017, 4:00 p.m., at Lake Wales Museum.

**8. Adjournment**

The meeting concluded at 5:15pm.



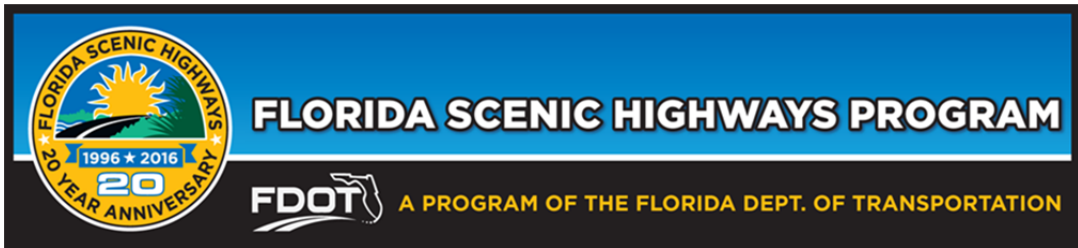
# 2017 Ridge Scenic Highway Corridor Management Entity Board



\*Secretary = **Vacant** Position

Jurisdiction	Member	Alternate	CME Officer
Dundee	Comm. Steve Glenn	Vacant	
Frostproof	Comm. Martin Sullivan	Martha Neher	
Haines City	Vacant	Vacant	
Unincorporated Babson Park	Vacant	Vacant	
Unincorporated Lake of the Hills	Edward Esteve*	Johanna Buscher	*Treasurer
Lake Wales	Jennifer Nanek*	Vacant	*President
Highland Park	Vacant	Vacant	
Hillcrest Heights	Vacant	Town Clerk Larry Blackwelder	
Lake Hamilton	Doug Leonard* (Town Planner)	Mayor Marlene Wagner	*Vice President
Polk County (BoCC)	Vacant	Vacant	
Polk Transportation Planning Organization	Mayor Eugene Fultz	Vacant	
At-Large	Member	Co-Member	
Agriculture	Vacant	Vacant	
Tourism	Vacant	Vacant	
Cultural	Monica Drake Pierce	Vacant	
Historical	Johnny Powell (North Corridor)	Vacant (South Corridor)	Lake Wales is mid-point
Commercial/Developer	Vacant	Vacant	
Environmental	Vacant	Vacant	
Educational	Charles Baker III	Vacant	

December 5, 2017



## 2017 FSHP Byway Annual Report (BAR) Form

**Scenic Highway:**

**Form Completed by:**

**Email address:**

**Telephone number:**

### Section 1: Completed Projects

**Did your byway organization complete one or more projects in 2017?**

- Yes** – If more than one project was completed in 2017, make a blank copy of Section 1 starting at “Completed Project #1.” Paste this blank copy into the report below Project #1 and change the project number for each subsequent completed project.
- No**

### Completed Project #1

**1. Project Name:**

**2. Category/Type (highlight one category that best describes the project):**

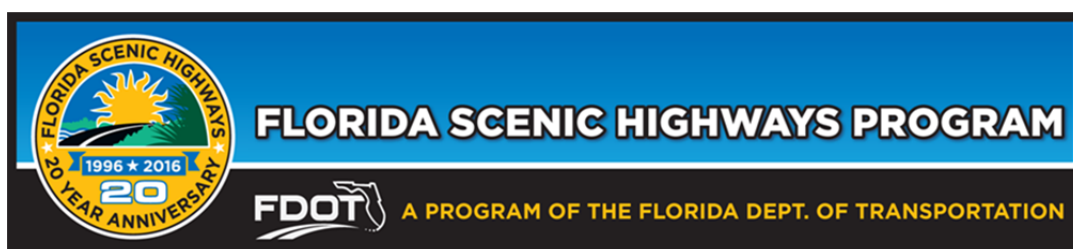
- Physical or built** – scenic pull-out, landscaping, wayfinding signage, interpretive panels/kiosks, visitor center, etc.
- Planning** – CMP (now BMP) update, interpretive, marketing, wayfinding, master plan, etc.
- Organizational Development** – fundraising plan, strategic plan or retreat, accreditation, etc.
- Program** – cell phone app, website, beach cleanup, Adopt A Highway, Kids Ocean Day, etc.
- Marketing** – brochure, video, advertising, etc.

**3. Project Budget**

Project Cost and Sources of Funding:	
<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b> (only include if allowed as matching for grant)	\$
<b>Total Cost of Project</b>	\$
<b>Revenue Generated by Project</b> (i.e., event registration fees, merchandise sales, etc., - <i>not all projects generate revenue</i> )	\$
<b>Net Gain or Loss</b>	\$

**4. Project Dates:**

- a. Start Date** (can be prior to 2017) **MM/YYYY:**
- b. Completion Date** (must be in 2017) **MM/YYYY:**



## 2017 FSHP Byway Annual Report (BAR) Form

### 5. Project Lead

Did the byway organization lead the project (obtained/helped obtain funding, managed project, etc.)? Yes or No (highlight a response)

If No, please indicate the project lead and describe the role the byway organization played:

### 6. Description of the project (this description should include all information needed to develop a 2-3 paragraph article about the project):

### 7. Lessons learned from the project: What worked well? What would you do differently? What elements were critical to success?

### 8. Project impact: Please estimate return on investment if possible. What is known about the economic, quality of life, and/or environmental impacts of the project?

### 9. Byway goals addressed: What planning goals are addressed by the project?

### 10. Please list and describe the role of all project partners:

*Please email 3-5 high-resolution photos of each project that the FSHP has permission to include in Program publications.*

## Section 2: Other Accomplishments and Ongoing Projects

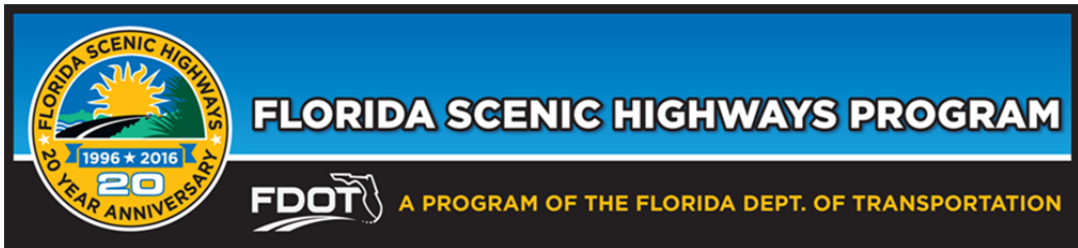
1. Please describe any other noteworthy accomplishments from 2017 not included in the Completed Projects section. Also discuss any ongoing projects that were not completed in 2017.

## Section 3: Previously Completed Projects and Byway Resources

1. Please describe the significant benefits or positive impacts from projects completed prior to 2017. Name the project and summarize any impacts or measures of success in all areas below that apply:
  - a. Economic:
  - b. Quality of life:
  - c. Environmental:
  - d. Other:
2. Please describe any damages or threats to resources (i.e., resources that contributed to the scenic highway designation) that occurred in 2017:

## Section 4: Public Participation & Partnerships

1. Describe how byway stakeholders (residents, business owners, local government officials, and partners) were routinely updated about the scenic highway in 2017.
2. Are there issues or concerns regarding the scenic highway in corridor communities?



## 2017 FSHP Byway Annual Report (BAR) Form

3. How are new byway organization members, leaders, and volunteers recruited?
4. Is there evidence that more stakeholders are involved/interested in and/or aware of the scenic highway (more people receiving newsletter, attending meetings, volunteering, etc.)?
5. With how many stakeholders does the byway organization routinely communicate (meeting notices, newsletters, etc.)?
6. Describe how the byway organization assisted its partners in 2017.

### Section 5: Funding

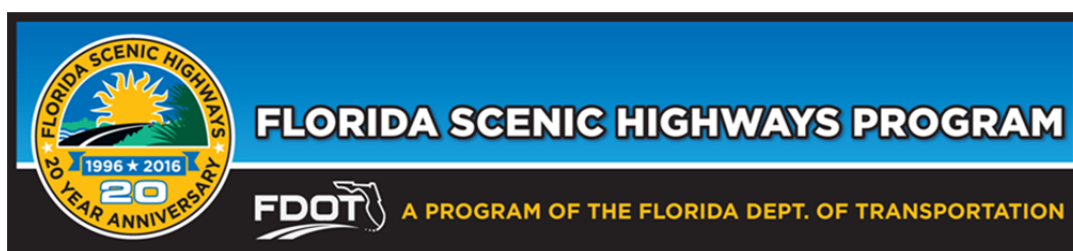
1. Does your byway organization have an annual budget? (highlight a response)
  - Yes – Please email as an attachment to [wanda.maloney@floridascenichighways.com](mailto:wanda.maloney@floridascenichighways.com)
  - No – Please provide the following revenue information for 2017:

<b>Government Grant(s)</b> (federal, state, or local)	\$
<b>Private</b> (individual donations, business sponsors, foundations, special events, membership)	\$
<b>Earned Income</b> (merchandise sales, fees for programs, etc.)	\$
<b>In-kind value</b>	\$
<b>Total Funding</b>	\$

2. Please describe your outstanding funding needs in the following categories:
  - a. Project(s) or program(s) that lack funding:
  - b. Total amount of funding needed (in dollars rounded to nearest \$100):
  - c. Potential sources of funding identified:
3. Please list potential funding sources being pursued (if not identified above).
4. Please describe the organization’s challenges to obtaining funding.
5. Please describe your funding success stories from 2017. For example: a successful fundraising event or identifying a new source of funding.

### Section 6: Marketing

1. Describe the marketing methods used (website, brochure, festival booths, advertisements, social media, etc.) in 2017 for the scenic highway and *the effectiveness of each*.
2. What was the total amount spent on marketing?
3. What were the sources of funding for marketing?



## 2017 FSHP Byway Annual Report (BAR) Form

4. Please list the social media accounts active for the byway along with the number of followers for each (Facebook, Twitter, YouTube, Pinterest, Instagram, etc.):
5. Describe any local tourism trends based on available data (number of tourists increasing, new local/regional economic impact data, etc.).
6. Has the impact of the scenic highway on local tourism trends been identified in any way? If so, please describe.
7. Please describe how the byway organization is working with local tourism agencies.

### Section 7: Byway Organization

1. What is the organization's current structure (nonprofit, informal citizen group, etc.)?
2. In what organizational development activities did the byway organization engage this year (training, evaluation/assessment, accreditation, strategic planning, etc.)?
3. What are the organization's greatest challenges (recruiting new members, getting the work done, obtaining funding, etc.)?

### Section 8: Byway Management Plan (BMP)

1. In what year was your current BMP (or CMP) adopted?
2. Based on FSHP Guidance Section 4, when does your byway organization anticipate the next BMP update will occur?
3. Does your byway organization have questions about or need help deciding when to update the BMP?

### Section 9: Final Comments

1. Please list any other significant accomplishments or activities that have not been captured in this report.



**The Ridge Scenic Highway  
2018 Board Meeting Calendar  
*4:00 P.M.***

**March 12, 2018**

**June 11, 2018**

**September 10, 2018**

**December 10, 2018**

**\*November 3, 2018 is the 39-Mile Scenic Highway Yard Sale\***