



Corridor Management Entity (CME) Board Meeting  
September 12, 2016 @ 4:00 p.m.  
Lake Wales Public Library, Community Room  
290 Cypress Garden Lane, 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 meetings March 14, 2016 **Action is required.** ([Attachment](#))
- Minutes of Quarterly meetings June 13, 2016 **Action is required.** ([Attachment](#))

### **3. Board Appointments**

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

### **4. 2015 Ridge Scenic Highway Corridor Management Plan Major Update**

- Update the Action Plan as well as incorporation of those changes into the 2015 CMP Update. The Action Plan needs to be reviewed and approved. **Action is required.** ([Attachment](#))

### **5. Treasurer's Report**

### **6. Other Communications and Reports**

- Next Board Meeting:
  - Location to be announced at the meeting
  - December 12, 2016
  - 4:00p.m.

### **7. Adjournment**



Corridor Management Entity (CME) Meeting  
March 14, 2016 @ 4:00 p.m.  
Haines City – City Hall  
620 E Main St, Haines City, FL 33844



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

## MEETING MINTUES

### **Members Present:**

Doug Leonard – Lake Hamilton  
Steve Glenn – Dundee  
Clint Eliason – Haines City  
Nancy Hicks – Dundee Area Chamber of  
Commerce  
Ed Esteve, Lake of the Hills  
Johnny Powell, Lake of the Hills

### **Staff Present:**

Mike Palozzi, FDOT Scenic Highway  
Program  
Curtis Knowles, Polk TPO

### **Public Present:**

Chris Lingenfelter – Lake of the Hills  
Sue Maggard – Lake of the Hills  
Tom Galloway – Lake of the Hills  
Francis Hart – Lake of the Hills

- 1. Call to Order:** The meeting was called to order at 4:15pm by Ed Esteve, treasurer, who declared a quorum and invited those present to introduce themselves.
- 2. Approval of Minutes**  
Doug moved approval of the minutes of quarterly meetings December 14, 2015 and September 14, 2015 and seconded by Nancy. Motioned carried.
- 3. 2015 Annual Report**  
Curtis went over the details of the Annual Report and stated it was submitted to the State on February 2, 2016. The action taken today will be to codify the Annual Report submitted to the State. Moved by Nancy and Seconded by Steve. Motioned carried.
- 4. 2015 Ridge Scenic Highway Corridor Management Plan Major Update**  
Curtis explained the changes to the document to include tasks to be completed over the next few years. The Action Plan was discussed with the group including their time frame. Steve moved to approve the 2015 CMP update seconded by Johnny. Motioned carried.

At this time during the meeting Curtis stated we will no longer have a quorum, as Ed and Steve had to leave with a prior appointment. Francis Hart served as proxy for Ed. Curtis stated the by-laws do not allow for a proxy. Ed said they do and made the motion for Francis. After the meeting, Curtis confirmed with the Polk TPO legal staff the proxy is not allowed due to the way the by-laws are set up.

**5. Board Appointments**

During the discussion about Board appointments, the role of President, Vice President and At-Large Agriculture positions were voted on. Nancy for President (motioned by Francis and seconded by Doug). Doug for Vice President (motioned by Francis and seconded by Johnny). Based on the statement above the actions are not valid and will require a new vote at the next meeting.

**6. 39-Mile Scenic Highway Yard Sale Recap**

A recap of the 8<sup>th</sup> Annual 39-Mile Scenic Highway Yard Sale was discussed. Give the extra shirts from this year to Nancy for storage at the Dundee Area Chamber of Commerce.

**7. 39-Mile Scenic Highway Yard Sale Committee Appointment**

The only appointment made was for Nancy to chair the committee for the 9<sup>th</sup> Annual 39-Mile Scenic Highway Yard Sale. Based on the statement above the actions are not valid and will require a new vote at the next meeting.

**8. 2016 Calendar**

Curtis presented the 2016 calendar of Events and explained these events do not need endorsing.

**9. Treasurer's Report** – Mr. Ed Esteve, CME Treasurer reported \$1,871.61 was in the bank. Still needed to write a check to Doug/Town of Lake Hamilton for the yard sale t-shirts in the amount of \$852.00.

**10. Other Communications and Reports**

Nancy discussed the Citrus Label Tour article from the Ledger. The group heading this up would like to work with the CME. Nancy will coordinate.

Francis needed to address the commercial development along SR 17 and the Land Development Regulations. This is in regards to the Dollar General Store in Lake of the Hills area. Curtis stated the Regulations did not establish building architectural style guidelines for development. Several people in attendance discussed the look of the building was unattractive and was reaching out the Dollar General to see if they can get a different design for the building.

Curtis handed out the notes from the Social Photography Webinar to the group.

Next Board Meeting:  
Dundee – Dundee Area Chamber of Commerce  
June 13, 2016  
4:00p.m.

**11. Adjournment**

The meeting concluded at 5:20pm.



Corridor Management Entity (CME) Meeting  
June 13, 2016 @ 4:00 p.m.  
Dundee Area Chamber of Commerce  
310 East Main Street, Dundee, FL. 33838



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

**MEETING MINTUES**

**Members Present:** None

**Public Present:** None

**Staff Present:**

Mike Palozzi, FDOT Scenic Highway Program

Darryl Richard, FDOT D1 – Scenic Highway’s Coordinator

Curtis Knowles, Polk TPO

Since no one from the membership was in attendance, the meeting was not called to order and no action was taken.



# 2016 Ridge Scenic Highway Corridor Management Entity Board



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

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>ACTION ITEMS</b>	<b>PLAN OF ACTION</b>	<b>TIME FRAME</b>	<b>LEAD PARTY</b>
<b>INCREASE COMMUNITY SUPPORT AND PARTICIPATION</b>	Receive input from local governments and community partners	Update the Corridor Management Plan every five years to allow for revisions of the document	Revise and Update Corridor Management Plan and annual reports	Coordinate with local governments and community partners with presentations, discussions, CME Board meetings, and social media	Annual	CME Board
<b>INCREASE RESOURCE PROTECTION, MAINTENANCE, PRESERVATION AND ENHANCEMENT</b>	Support and expand methods for resource protection	Sponsor an adopt-a-highway and other litter control programs along SR 17.	Ridge Scenic Highway Adopt-A-Highway	Contact FDOT's Adopt-A-Highway Coordinator in Tallahassee at 1-800-BAN-LITT(er) or 1-800-226-5488. Adopt a minimum of 2 miles along the corridor. Organize volunteers. Schedule and advertise minimum of 4 annual litter cleanups. Encourage other community partners and local governments to adopt portions of the highway.	December 2016	Adopt-a-Highway Committee. Work with FDOT D1 Adopt a Highway Program Coordinator
<b>INCREASE TRANSPORTATION AND SAFETY</b>	Promote non-motorized modes of travel	Encourage local governments and the Florida Department of Transportation to provide safe and convenient multi-use facilities along and parallel to SR 17 where feasible (e.g. bicycling, hiking, and equestrian).	Promote Non-Motorized Modes of Travel	Encourage local governments to endorse and pursue the implementation of the Bicycle/Pedestrian Master Plan created by the Florida Department of Transportation. Closely coordinate with Polk County on its Greenways Master Planning process. Coordinate with Polk County Planning Department, Polk County Parks Department, and the Polk TPO, to encourage inclusion of trails/sidewalks/bike lanes in plans.	Annual	CME Board – Coordinates with each jurisdiction

GOALS	OBJECTIVES	STRATEGIES	ACTION ITEMS	PLAN OF ACTION	TIME FRAME	LEAD PARTY
<b>INCREASE EDUCATION AND PUBLICIZE CORRIDOR STORY</b>	Educate residents and decision makers about the Ridge Scenic Highway Vision, Goals, Strategies, and Action Plan.	Develop materials to guide the traveler along the corridor, including local culture and ecological information	Create and maintain a Website, Video, Brochures, social media page. Distribution of Scenic Highway Printed Materials and t-shirts and other materials to Travel Agents and Travelers	Create subcommittee as needed to research and draft content for products. Contact local partners to produce products. Arrange to have video play on Polk County TV and other media outlets. Distribution of Scenic Highway printed materials to community partners and local governments. Make contact with tourism and tour groups. Secure permission to provide and stock scenic highway printed materials and recruit local museums, history centers, and retailers to display and sell t-shirts or other materials.	2016: Focus on Website and Social Media  2017: Brochures and Videos	Need Subcommittee
		Present and promote our information, programs, and materials to non-profit, business, and community groups.	Create a Speakers Bureau, email lists, share content on all media options (Social Media, TV, Radio, etc). Invite community partners to board and community meetings.	Create multiple presentations in PowerPoint or other options about the Corridor Story, groups of intrinsic resources, and the Corridor Vision and Goals. Recruit and train speakers for clear enthusiastic and consistent delivery. Contact local community groups and ask that they invite the CME to present.	December 2016 for speakers  March 2017 for Presentations	Need Subcommittee
	Tell the Corridor Story to inform and educate travelers about the multiple assets along the corridor.	Locate, establish, and staff an Interpretive/Multi-language Center for the corridor.	Ridge Scenic Highway Interpretive Center	Locate and negotiate an agreement with one or several cultural institutions that can host an interpretive center. Stock center with scenic highway materials. Coordinate staffing schedule of volunteers.	Locate by early 2017  Post 2017 - Agreements in place	
		Sponsor events to establish a wide advertisement base.	Scenic Highway Event Schedule	Brainstorm within CME on type of scenic highway event that would coordinate and support other local events. Seek support of event idea from local institutions, museums, and governments. Schedule event date and location that is supportive of other events. Advertise heavily within the community for participation. Advertise regionally for event.	Annually	39 Mile Scenic Highway Yard Sale Committee

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>STRATEGIES</b>	<b>ACTION ITEMS</b>	<b>PLAN OF ACTION</b>	<b>TIME FRAME</b>	<b>LEAD PARTY</b>
<b>PURSUE SUSTAINABLE AGRICULTURE AND ECOTOURISM</b>	Protect the commercial base of agriculture.	Work with local governments, agricultural industry and community partners to encourage the sustainability of agricultural uses along the corridor.	Encourage Local Agriculture Landowners and Producers as Active CME Members and Board Members	Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local agriculture associates.	2016 Recruit vacant positions	CME Board
	Encourage nature-based and heritage-based tourism.	Work with local governments, ecotourism industry partners to encourage ecotourism	Encourage Local Ecotourism groups as Active CME Members and Board Members	Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local ecotourism associates.	2016 Recruit vacant positions	CME Board

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<b>PROVIDE ADEQUATE ADMINISTRATION</b>	Maintain a Corridor Management Entity	Establish representation for CME from incorporated communities, unincorporated communities, the County, and five At-Large positions (Agriculture, Tourism, Cultural, Historic, Commercial/ Developers, Environmental, and Education).	Promote Board Membership within the Tourism, Cultural/Historic, Commercial, Developers, Environmental fields, and education	Brainstorm within the CME, local governments, and local community groups for board members commitment to the scenic highway. Brainstorm with partners on possible visible and vocal supporters of scenic highway. Make contact, explain CME efforts, and recruit partners. Make presentations to local agriculture associates.	2016 Recruit vacant positions	CME Board
		Convene quarterly meetings, as specified in the CME Bylaws.	Successful Quarterly Meetings	Execute Quarterly Meetings with varying topics.	Quarterly	CME Board