



Coco Vista Centre
 466 SW Port St. Lucie Blvd, Suite 111
 Port St. Lucie, Florida 34953
 772-462-1593
[www. treasurecoastscenichighway.com](http://www.treasurecoastscenichighway.com)

TREASURE COAST SCENIC HIGHWAY COMMITTEE (TCSHC)

Regular Meeting

Friday, February 14, 2025
 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 February 14, 2025.

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 TCSHC for 2025.

Action: Nominate and Elect a Chairperson and Vice Chairperson for the TCSHC.

- 6b. 2025 Meeting Dates: Approval of the proposed meeting dates for the remainder of 2025 for the TCSHC.

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

- 6c. 2024 Annual Report: Review of the 2024 Annual Report for the TCSHC.

Action: Confirm the 2024 Annual Report, confirm with conditions, or do not confirm.

- 6d. 2025 Annual Work Plan: Review of the 2025 Annual Work Plan for the TCSHC.

Action: Confirm the 2025 Annual Work Plan, confirm with conditions, or do not confirm.

- 6e. TCSHC Presentation for the Indian River Lagoon Symposium (IRLS): Review of the presentation for the IRLS.

Action: Approve the IRLS Presentation, approve with conditions, or do not approve.

7. Discussion Items

- 7a. Highlights from the Indian River Lagoon (IRL) Science Festival: Summary of the TCSHC participation at the IRL Science Festival.

Action: Discuss and provide comments.

- 7b. Subcommittee Updates: Review of meeting summaries and major items from Subcommittee Meetings.

Action: Discuss and provide comments.

- 7c. Florida Scenic Highways Program (FSHP) Update: An update of FSHP activities.

Action: Discuss and provide comments.

8. Recommendations/Comments by Members

9. Staff Comments

10. Next Meeting: Subject to Agenda Item 6b, the next TCSHC meeting is a regular meeting scheduled for 10:00 am on Friday, May 9, 2025.

11. Adjourn

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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 TCSHC 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.

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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.

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

Representing

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

FDEP – State Parks Division

Fort Pierce City Planning Department

Indian River Drive

Indian River Drive

St. Lucie County (at-large)

Others Present

Peter Buchwald

Stephanie Torres

Teresa Lane

Representing

St. Lucie TPO

St. Lucie TPO

Recording Specialist

Chairwoman Gregory opened the meeting with a discussion of how the TCSH Committee may now operate more like a nonprofit organization

rather than a government advisory committee and the applicability of Florida's Government-in-the Sunshine Law to the TCSH Committee especially with regard to achieving a quorum of its members. Chairwoman Gregory indicated that she prefers having a quorum because it ensures the Committee represents all areas of the County, and she prefers a meeting summary be prepared to provide a reference point for future discussions. The other members identified their preferences which varied with regard to maintaining quorums and meeting summaries.

Ms. Torres noted that she expects the vacant positions from the City of Port St. Lucie and St. Lucie County governments to be filled by the next meeting.

Each member then provided a brief description of their backgrounds with the newest member, Ms. Price, identifying that she is President of the Marine Industries Association of the Treasure Coast, is active in several nonprofit groups, and joined the Committee because of her lifelong love of Indian River Drive.

3. Comments from the Public – None.
4. Approval of Agenda
 - * MOTION by Ms. Arpayoglou to approve the meeting agenda.
 - * * SECONDED by Mr. Haines Carried UNANIMOUSLY
5. Approval of Meeting Summary
 - *June 21, 2024 Regular Meeting*
 - * MOTION by Chairwoman Gregory to approve the Meeting Summary.
 - * * 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 presented the update and identified the tasks that the TCSH Committee completed this year and the upcoming activities for the

Committee, including the Indian River Lagoon Science Festival on October 26th, and confirmed that the 2025 Work Plan and 2024 Annual Report are on track to meet the submission deadlines. She also summarized the ongoing activities of the Work Plan which include boosting the Committee's social media presence on Instagram, supporting partner projects consistent with the Committee's vision, and developing a youth outreach program with local high schools. She noted that a stakeholder list was planned to be developed in 2024 with a TCSH subcommittee gathering names and contact information with permission being obtained from the stakeholders to add them to event distribution lists and future correspondence. She finished the update by identifying that a Byway/Scenic Highway Listening Session for stakeholders is planned to be conducted in October 2024 to build understanding in the community of the benefits of the TCSH, gather feedback, encourage participation, and identify challenges.

The members then discussed potential stakeholders, developing email lists of stakeholders, promotion of the TCSH on various social media pages, targeting groups rather than individuals, mailing postcards to Indian River Drive residents, and scheduling an outreach event on Zoom to capture more participants. The members also discussed the possible analytics from email distributions, the preference for scanning QR codes, and the role of the Partner Outreach Subcommittee in contacting potential stakeholders.

* MOTION by Ms. Arpayoglou to assign the stakeholder list 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 identified that the subcommittees, except for the Public Outreach Subcommittee, met in early September to review their visions and develop activities that can be carried out during the 2025 Work Plan cycle. She then requested that each subcommittee summarize their meetings.

Mr. Haines of the Funding Sources Subcommittee summarized that the Subcommittee identified funding needs and approved a Work Plan which includes identifying resources and grant opportunities followed by

sponsorships and strategies and the submittal of at least one grant application during the 2025 Work Plan cycle.

The members then discussed the lack of funding for printing, registering as a 501(c)(3) non-profit corporation, marketing the TCSH by the Florida Department of Transportation (FDOT), the need for branded marketing materials, the use of in-kind donations for grant matches, and serving lunch to encourage participation.

- * MOTION by Ms. Arpayoglou to approve the Funding Subcommittee's Work Plan goals.

* * SECONDED by Mr. Haines Carried UNANIMOUSLY

Ms. Arpayoglou of the Partner Outreach Subcommittee identified that the Subcommittee brainstormed potential partners, participation in Earth Day next year at the Oxbow Center, and producing a quarterly newsletter during the upcoming TCSH Committee Work Plan cycle.

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

* * SECONDED by Ms. Price Carried UNANIMOUSLY

Ms. Driver of the Youth Outreach Subcommittee summarized that the Subcommittee identified the need to ensure student safety by screening potential volunteers with background checks including community volunteers.

The members then discussed examples of how other organizations conduct background checks on volunteers and the use of the free national database of the Florida Department of Law Enforcement to search backgrounds and identify sexual predators.

Ms. Driver completed her summary by identifying the group's goals to host a youth kickoff meeting next year and establish priorities throughout the year with Ms. Price suggesting that the Subcommittee first establish its goals and then promote action-oriented items.

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

* * SECONDED by Ms. Price Carried UNANIMOUSLY

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

Ms. Torres requested volunteers to join her at the Indian River Lagoon Science Festival on October 26th at Veterans Memorial Park on Indian River Drive in Fort Pierce. The ninth annual festival will feature hands-on activities from exhibitors, stage performances, a free shell-painting activity for children, and free FDOT sunglasses. The event runs from 10 a.m. to 3 p.m. Mr. Haines confirmed that he will attend

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

Ms. Torres provided an overview of the 2024 FSHP Mid-Year Meeting which included news and ideas from members of other byways across the State. In addition, FDOT Central Office shared several updates such as offering printing services to all Scenic Highway committees for brochures and other materials and videography and photography services to visually document the beauty of each byway to use on the byway committee's web and social media pages. FDOT also offered to conduct interviews. Ms. Torres reminded the Committee members that they are invited to attend the annual meetings with next year's meeting to be held in north Florida near the Panhandle at a specific location and on a date to be determined with a virtual meeting option to be provided.

Ms. Torres also identified that the Funding Subcommittee will discuss at its next meeting how it can apply for a National Scenic Byways Program (NSBP) grant during next year's funding cycle including best practices when applying and the potential types of projects to be funded. She also summarized the potential amount of available funding and the history of the grant program including the recent award to the Green Mountain Scenic Highway in Lake County.

10. Recommendations/Comments by Members – Mr. Nash identified the activities of the rebuilding of the entrance to Fort Pierce Inlet State Park because of recent flooding in the area. Mr. Haines suggested that members may visit the Indian River Lagoon in front of his house to view recent oyster matting and seagrass planting efforts.

11. Staff Comments – Ms. Torres identified the Committee vacancies for resident members from unincorporated North and South Hutchinson Islands and reiterated that the government members from St. Lucie County and the City of Port St. Lucie should be present at 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:	February 14, 2025
Item Number:	6a
Item Title:	Annual Officer Elections
Item Origination:	TCSHC 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 TCSHC 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:	February 14, 2025
Item Number:	6b
Item Title:	2025 Meeting Dates
Item Origination:	TCSHC
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Approve the proposed remaining 2025 meeting dates, 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, 2025, 10:00 am

Friday, May 9, 2025, 10:00 am

Friday, August 15, 2025, 10:00 am

Friday, October 10, 2025, 10:00am

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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	February 14, 2025
Item Number:	6c
Item Title:	2024 Annual Report
Item Origination:	Florida Scenic Highway Program (FSHP) Requirements
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Confirm the 2024 Annual Report, confirm with conditions, or do not confirm.
Staff Recommendation:	Because the submittal of the 2024 Annual Report for the TCSHC meets the Florida Scenic Highway Program requirements, it is recommended that the 2024 Annual Report be confirmed.

Attachments

- Staff Report
- 2024 Annual Report



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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: February 7, 2024

SUBJECT: 2024 Annual Report

BACKGROUND

The 2024 Annual Report is a document required to be completed by the TCSHC. The Annual Report reviews the projects and activities that the TCSHC accomplished for the 2024 calendar year.

ANALYSIS

The submitted 2024 Annual Report is attached and provides a comprehensive overview of the activities and accomplishments of the TCSHC. The Annual Report includes details of the committee's reorganization efforts, creation of subcommittees, and community engagement efforts.

The following major activities are included in the 2024 Annual Work Report:

- **Committee Reorganization:** In February 2024, the TCSHC was successfully reorganized. A Chairperson and Vice Chairperson were elected, and the committee, now comprised of 11 members, was reestablished.
- **Established Subcommittees:** The TCSH established subcommittees focused on four key areas: Partner Outreach, Public Outreach, Youth Outreach, and Funding.

- Participation at Indian River Lagoon Science Festival: The TCSHC participated in the Indian River Lagoon Science Festival. This yearly festival celebrates science, nature, and community spirit with a focus on family friendly activities. The TCSHC organized a booth with a seashell painting activity for attendees.

RECOMMENDATION

Because the submittal of the 2024 Annual Report for the TCSHC meets the Florida Scenic Highway Program requirements, it is recommended that the 2024 Annual Report be confirmed.



Your form has been reviewed and approved

From Jotform <noreply@jotform.com>
Date Mon 2/3/2025 11:29 AM
To Stephanie Torres <Stephanie.Torres@stlucieco.gov>

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You can see the submission details below.

Florida Scenic Highways Program - Byway Annual Report

Which byway are you reporting for?	Indian River Lagoon – Treasure Coast Scenic Highway
Which Florida Department of Transportation District is your byway located in? (select one or more)	District 4
What is your byway's current structure?	Metropolitan Planning Organization (MPO) Committee
How often does your byway organization meet?	Quarterly

As of October 2024, how many volunteers are part of your byway organization?

11

Are your board members elected?

No

Please list all roles/titles and names of board members below.

	Board Member Name	Board Member Title/Role
1	Diana Gregory	Chairperson, Indian River Drive Resident
2	Kerry Charles	Vice-Chair, City of Ft. Pierce Planning
3	Stephanie Torres	Administrative Support (TPO)
4		
5		
6		
7		
8		

Has your byway been involved in any activities in which you would present to or coordinate with local elected officials?

No

Does your byway have any interest in receiving information on grants or trainings related to the following topics? (Choose top 3)

- Leadership & Management
- Grant Technical Support
- Project Development

Does your byway have social media accounts?

Yes

	Advertising events
If so, what is the general purpose of those social media accounts? Check all that apply.	Promoting the byway and its intrinsic resources
	Recruitment
The Florida Scenic Highways Program (FSHP) has the ability to repost content on our statewide program social media accounts. Would you like us to repost your byway content on the statewide program account?	Yes
If yes, please share link for Facebook account.	https://facebook.com/IRLTCSH
Number of followers on Facebook account	3.1k
Average number of monthly posts on Facebook account	2
If yes, please share link for Instagram account.	https://www.instagram.com/irltcsh
Number of followers on Instagram account	76
Number of posts on Instagram account	47
Activity Name	Committee Reorganization
Activity Type: Select the activity type that best describes the activity.	Administrative
Activity Lead	Byway
Activity Start Date	02-16-2024
Activity End Date	02-16-2024
Activity Description	Following several dormant years, in February 2024 the Treasure Coast Scenic Highway was

successfully reorganized. A Chairperson and Vice-Chairperson were elected, and the committee, now comprised of 11 members, has been reestablished

Activity Cost (Dollars) 0.00

Activity Revenue (Dollars) 0.00

Volunteer Hour Contribution for this activity 10.5 hrs (7 members x 1.5 hrs)

Do you have additional activities to report? Yes

Activity Name Established Sub-Committees in 4 Focus Area

Activity Type: Select the activity type that best describes the activity. Administrative

Activity Lead Byway

Activity Start Date 09-04-2024

Activity End Date 09-04-2024

Activity Description In September 2024, the Treasure Coast Scenic Highway Committee established sub-committees focused on four key areas: Funding, Partner Outreach, Public Outreach, and Youth Outreach.

Activity Cost (Dollars) 0.00

Activity Revenue (Dollars) 0.00

Volunteer Hour Contribution for this activity 10.5 hrs (7 members x 1.5 hours)

Do you have additional activities to report? Yes

Activity Name IRL Science Festival

Activity Type: Select the activity type that best describes the activity. Partnership

Activity Lead	IRL Science Festival
Activity Partners	IRL Science Festival Organizers
Activity Start Date	10-26-2024
Activity End Date	10-26-2024
Activity Description	<p>This yearly festival celebrates science, nature and community spirit with a focus on family-friendly STEAM (Science, Technology, Engineering, Arts and Mathematics) activities that inspire and engage. With the festival's focus on the Indian River Lagoon ecosystem, it was the perfect opportunity for the Byway organization to attend an event taking place along the by-way.</p> <p>The TCSHC organized a booth that had a fun seashell painting craft for attendees.</p>
Activity Cost (Dollars)	\$125.00 volunteer donation
Activity Revenue (Dollars)	0.00
Volunteer Hour Contribution for this activity	25.5
Please upload up to five (5) images from this activity.	<p><u>processed-3AA8D1F1-9650-4382-9D0E-21478366FC39.jpeg</u></p> <p><u>processed-6D541293-602B-4401-82AE-3C7931AC6F33.jpeg</u></p> <p><u>processed-32C8211E-0B21-4EBC-B065-F7ADF921B3DB.jpeg</u></p> <p><u>processed-9A8E5800-3BF6-416E-8BF4-9CFBFF379354.jpeg</u></p> <p><u>processed-A0413A3B-DC6E-4376-B17D-3D70D459FD49.jpeg</u></p>
Do you have additional activities to report?	No
Total number of volunteers that worked with byway organization throughout 2024	13

Total number of hours worked by all volunteers with the byway organization throughout 2024	146.5
Did your byway organization apply for any grants during the reporting period?	No
Please share some of your byway's successes over the past year (up to three).	The Treasure Coast Scenic Highway Committee successfully reorganized in February 2024.
Success #2	Focus area subcommittees were established in the areas of Funding, Public Outreach, Partner Outreach, and Youth Outreach.
Success #3	TCSHC attended the IRL Science Festival as our inaugural community engagement event.
What were the three (3) most challenging things your byway experienced over the past year?	Funding Opportunities: Securing diverse avenues to secure sustainable funding sources for promotional materials, projects, and initiatives.
Challenge #2	Awareness & Visibility: Determining innovative strategies to boost public awareness and visibility of the scenic highway's significance and charm
Challenge #3	Volunteer Involvement: Looking for new ways to recruit passionate volunteers to join us in preserving and promoting the scenic highway.
Prepared by	Stephanie Torres
Prepared by Email:	stephanie.torres@stlucieco.gov

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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	February 14, 2025
Item Number:	6d
Item Title:	2025 Annual Work Plan
Item Origination:	Florida Scenic Highway Program (FSHP) Requirements
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Confirm the 2025 Annual Work Plan, confirm with conditions, or do not confirm.
Staff Recommendation:	Because the 2025 Annual Work Plan meets the requirements of FSHP and will assist the TCSHC by providing goals and activities for the 2025 calendar year, it is recommended that the 2025 Annual Work Plan be confirmed.

Attachments

- Staff Report
- 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: February 15, 2024

SUBJECT: 2025 Annual Work Plan

BACKGROUND

The 2025 Annual Work Plan for the TCSHC is a document required by the Florida Scenic Highway Program (FSHP) 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 community engagement and efforts to educate the community about 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 in the 2025 Work Plan include:

- Increase Social Media Presence: Continue 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 Treasure Coast 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 TCSHC 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 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, the TCSHC 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 TCSHC aims to enhance support and available resources.
- 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 newsletter to keep partners and community members informed about on-going projects, upcoming events, and important updates related to the Treasure Coast Scenic Highway. The newsletter aims to engage residents, stakeholders, and visitors and increase awareness of the TCSHC.
- Identify potential grant opportunities and submit one grant application: Because successfully securing a grant will provide essential funding for ongoing and future projects, the TCSHC will seek out grant opportunities. The TCSHC 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 the FSHP.
- Develop a Youth Outreach Program with local High Schools: Because educating young people about the scenic, natural, cultural, and historical values of the Treasure Coast Scenic Highway will help foster the next generation of stewards, a youth outreach program will be established that allows participation 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 for the Treasure Coast Scenic Highway, the TCSHC 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 and inspire a sense of stewardship and community involvement.

RECOMMENDATION

Because the 2025 Annual Work Plan meets the requirements of FSHP and will assist the TCSHC by providing goals and activities for the 2025 calendar year, it is recommended that the 2025 Annual Work Plan be confirmed.



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TREASURE COAST SCENIC HIGHWAY COMMITTEE (TCSHC) 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, & FDOT
Meet FSHP reporting requirements. Submittal of Annual Report and Annual Work Plan.	N/A	TCSHC & St. Lucie TPO	February 1, 2025 November 15, 2025	St. Lucie TPO & 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 & Partners
Development and distribution of the Treasure Coast Scenic Highway Newsletter	Goals 3-4	TCSHC Partner Outreach Subcommittee	Ongoing May 2025 August 2025 October 2025	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, & FDOT
Support FSHP efforts to educate the community on the value of a designated byway.	Goal 4	TCSHC & St. Lucie TPO	Ongoing	Volunteers, 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, & 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:	February 14, 2025
Item Number:	6e
Item Title:	TCSHC Presentation for Indian River Lagoon Symposium (IRLS)
Item Origination:	IRLS
UPWP Reference:	Task 4.2 – Intergovernmental Planning
Requested Action:	Approve the IRLS Presentation, approve with conditions, or do not approve
Staff Recommendation:	Because participation in the IRLS aligns with the goals of the 2025 TCSHC Annual Work Plan and offers valuable opportunities to collaborate, learn, and promote the TCSHC mission, it is recommended that the TCSHC approve the presentation.

Attachments

- Staff Report
- TCSHC IRLS Presentation



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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: February 15, 2024

SUBJECT: TCSHC Presentation at Indian River Lagoon
 Symposium (IRLS)

BACKGROUND

The IRLS is the result of a multi-institutional, multi-agency effort to provide an opportunity for discussing Indian River Lagoon (IRL) science and its application to the management of the lagoon. The IRLS will focus on fostering better collaboration and communication between diverse IRL stakeholder groups while sharing lessons learned and building relationships. The TCSHC was invited to the 2025 IRLS to provide an overview of the Treasure Coast Scenic Highway, and a draft presentation of the overview has been prepared for review and approval.

ANALYSIS

Participating in the IRLS is beneficial for the TCSHC for the following reasons:

- **Enhanced Collaboration:** The IRLS focuses on fostering better collaboration and communication between diverse Indian River Lagoon stakeholder groups. By participating, the TCSHC can build stronger relationships with other organizations, researchers, and environmental groups working towards preservation activities.

- **Knowledge Sharing:** The IRLS provides a platform for sharing lessons learned and best practices. This can help the committee gain valuable insights into effective strategies, practices, and community engagement initiatives.
- **Alignment with TCSHC Work Plan Goals:** The 2025 Work Plan Goal of forming partnerships with local organizations aligns with the objectives of the IRLS. By participating in the IRLS, the TCSHC can identify potential partners and initiate collaborations that support their goals.
- **Increased Visibility:** Being part of a well-recognized event like the IRLS can raise the profile of the Treasure Coast Scenic Highway. It can attract attention from potential visitors, donors, and supporters who are interested in environmental conservation and sustainable tourism.
- **Community Engagement:** The IRLS encourages community involvement and public awareness. By participating, the TCSHC can engage with local communities, educate them about the importance of the Treasure Coast Scenic Highway, and encourage their participation in committee efforts.

Overall, participating in the IRLS will provide the TCSHC with valuable opportunities to collaborate, learn, and promote the mission, ultimately contributing to the preservation and enhancement of the Treasure Coast Scenic Highway.

RECOMMENDATION

Because participation in the IRLS aligns with the goals of the 2025 TCSHC Annual Work Plan and offers valuable opportunities to collaborate, learn, and promote the TCSHC mission, it is recommended that the TCSHC approve the presentation.



Indian River Lagoon Treasure Coast Scenic Highway

Florida Scenic Highway Program

Protect, Preserve and Maintain / Enhance Access / Increase Support / Educate and Promote

LEGEND

- TREASURE COAST SCENIC HIGHWAY
- SR A1A North Hutchinson Island Segment
- SR A1A North Causway Shorwinds Drive Segment
- US 1 North Federal Highway Causway Connector Segment
- SR A1A South Causway Seaway Drive Segment
- SR A1A South Hutchinson Island South Ocean Drive Segment
- SR 707 South Indian River Drive Segment



Indian River Lagoon Treasure Coast Scenic Highway

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FOR MORE
INFORMATION:

www.stlucietpo.org



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Scale: 4 miles

VISION & MISSION STATEMENT

Vision: Be well known for preserving and protecting the natural beauty and ecosystems of the Treasure Coast Scenic Highway.

Mission: Promote appreciation of the region for visitors and residents through improved access and information to the Treasure Coast Scenic Highway.



GOALS OBJECTIVES STRATEGIES

**1****PROTECT, PRESERVE, MAINTAIN**

Ensure that intrinsic resources of the corridor are protected, preserved, and maintained

2**ENHANCE ACCESS**

Ensure safe, non-congested, destination targeted, multi-modal transportation throughout the corridor.

3**INCREASE SUPPORT**

Increase community support and participation in the planning and implementation process.

4**EDUCATE & PROMOTE**

Provide public education on the corridor and promote low-impact economic development and resource-based tourism.

5**SUSTAIN**

Ensure the sustainability of the Treasure Coast Scenic Highway.



St. Lucie

**Transportation
Planning
Organization**

35



Let's connect!

Stephanie M. Torres, CPM
Bicycle Pedestrian Program Manager
St. Lucie TPO

Stephanie.torres@stlucieco.gov
772-462-1533

Transportation Planning for Fort Pierce, Port St. Lucie, St. Lucie Village and St. Lucie County



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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	February 15, 2025
Item Number:	7a
Item Title:	Highlights from the Indian River Lagoon (IRL) Science Festival
Item Origination:	TCSHC
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Discuss and provide comments
Staff Recommendation:	Not applicable.

Attachments

- IRL Science Festival Photographs

IRL SCIENCE FESTIVAL





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AGENDA ITEM SUMMARY

Board/Committee:	Treasure Coast Scenic Highway Committee (TCSHC)
Meeting Date:	February 14, 2025
Item Number:	7b
Item Title:	Subcommittee Updates
Item Origination:	TCSHC
UPWP Reference:	Task 4.2: Intergovernmental Planning and Coordination
Requested Action:	Discuss and provide comments.
Staff Recommendation:	Not applicable.

Attachments

- Funding Subcommittee Meeting Minutes and Presentation
- 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

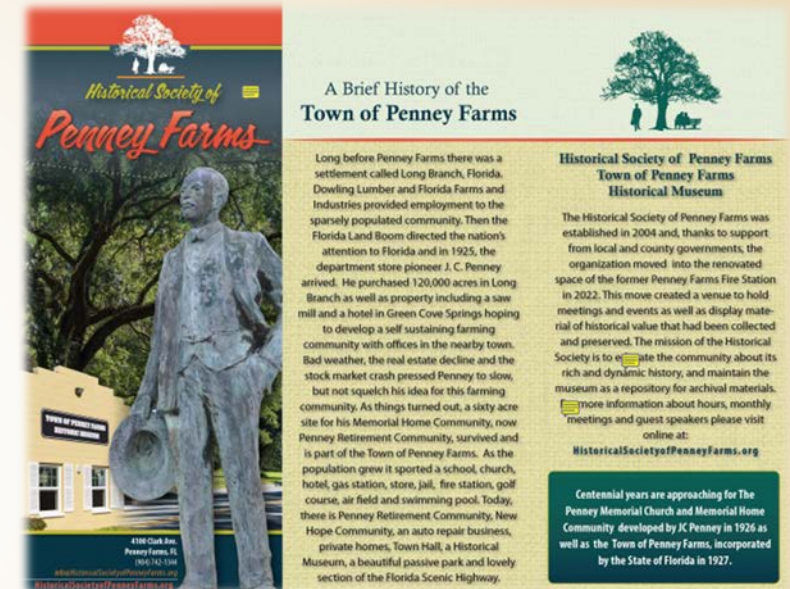
Even More Thoughts

- ▶ 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 Savannahs 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:	February 15, 2025
Item Number:	7c
Item Title:	Florida Scenic Highway Program (FSHP) Update
Item Origination:	FSHP
UPWP Reference:	Task 4.2 – Intergovernmental Planning
Requested Action:	Discuss and provide comments
Staff Recommendation:	None

Attachments

- FSHP Annual Meeting 2025 Agenda

Florida Scenic Highways Program Annual Meeting 2025

February 25-27, 2025
The Gibson Inn - Apalachicola, FL

The Florida Scenic Highways Program and the National Perspective

Wednesday, February 26, 2025

9 AM - 5 PM - District Scenic Highway Coordinators, Byway Organizations and Volunteers

- | | |
|---------------------|--|
| 9:00 - 9:15 AM: | Sign in |
| 9:15 - 10:00 AM: | Welcome and Program Update <ul style="list-style-type: none">o Dean Stoddart, Program Coordinator, Florida Scenic Highways Program, Florida Department of Transportation |
| 10:00 - 10:45 AM: | The National Scenic Byway Association (NSBA) <ul style="list-style-type: none">o Sharon Strouse, National Scenic Byway Association |
| 10:45 - 11:00 AM: | Break |
| 11:00 - 11:45 AM: | The National Scenic Byway Program (FHWA) <ul style="list-style-type: none">o Bronwen Keiner, Federal Highway Administration, National Scenic Byway Program |
| 11:45 AM - 1:30 PM: | Lunch |
| 1:30 - 2:30 PM: | Local Gems: Everything the Big Bend Scenic Byway Has to Offer <ul style="list-style-type: none">o The Big Bend Scenic Byway Management Authority |
| 2:30 - 2:45 PM: | Break |
| 2:45 - 3:45 PM: | Scenic Highway Program Directors from Around the Country (Panel) <ul style="list-style-type: none">o Various Program Directors |
| 3:45 - 4:00 PM: | Break |
| 4:00 - 5:00 PM: | Byway Leader Roundtable |