

**6/23/17 Summit Planning West Volusia TAA Board Room****Attendees:**

Maggie Ardito, President St Johns River-to-Sea Loop Alliance

Georgia Turner, Executive Director, West Volusia TAA

Julia Holtzhausen, Consultant FDOT District 5

Becky Afonso, Executive Director, Florida Bicycle Association

Joy Hancock, Executive Director, Bike Florida

Pat Northey, Director, St Johns River-to-Sea Loop Alliance

Libertad Acosta-Anderson FDOT Transit Office

Poorna Bhattacharya, FDOT

Caroline Turgeon: City of DeLand Senior Planner, GIS Coordinator and Acting Community Bicycle Liaison

Matt Schragar, Professor, Health Sciences, Stetson University and Director, St Johns River-to-Sea Loop Alliance

Tim Baylie, Director Volusia Parks

**On the phone:**

Robin Birdsong, SUN Trail Program Manager, Florida DOT – Systems Implementation Office

Herb Hiller, Cofounder and Advisor, SJR2C Loop Alliance

Sarah Kraum, Multi-Modal Pgm Specialist, Space Coat TPO and C2C/SCJRC Leadership Group

Abby Rex, Public Involvement Officer, Space Coat TPO and C2C/SCJRC Leadership Group

Edyie McCall, Director Economic Development, City of Titusville

**Discussion**

Tim Baylie discussed the SJR2C Workshop June 27, at DeBary Hall Theater, 9AM – 3PM

**Goals:**

1. Share current GIS info across all 4 counties with hope of having one central GIS Database,
2. Initiate dialog on branding and logo development

Tim invites everyone to attend workshop but he needs a headcount ASAP. 42 people are registered. He has not been able to contact Margo Moehring at NEFRC. Barney Bennett and Debra of FDOT District 2 are unable to attend. Terri Bergeron in Tim's office has the list of attendees.

Pat Northey requested an update on the DeBary Gap and asked if Jerry Brinton will be attending the workshop. Tim replied that Jerry will not be there, but Travis ? will be present. There remain issues with widening the sidewalk along Donald E. Smith Blvd. Maggie is concerned about the “critical gap” across Volusia County land that blocks access between DeBary and Blue Spring that forces riders to Highway 17/92. Tim says there are still issues with Duke Energy. Discussion expected at Workshop.

Tim visited Tomoka Marsh Aquatic Preserve to discuss the Loop and offered that if they will provide GPS coordinates for canoe launches and paddle ways, these can be included in the Volusia Trails app free of charge. This would enable development a tour and day-excursion packages that include the assets of Tomoka Preserve (and state Park?) and generate increased visitors.

Maggie gave overview of recent events: Edgewater Groundbreaking ceremony, Florida Greenways and Trains Council presentation in Palatka, Summit Planning Meeting in Palatka with OGT including Samantha Browne and north-Loop representation, presentations at Volusia Elected Officials Roundtable and Brevard C2C/SJR2C Leadership Group and visit to Titusville Welcome Center and C2C Bike Shop. (all presentations will hopefully be on the sjr2c.org website by Monday).

Becky Afonso stated that FBA wants to be involved and is interested in knowing more about the Friday Program as it emerges, with potential for an FBA presentation.

Joy Hancock is also interested in a Bike Florida presentation. She stated that Bike Florida has a small 20-person tour around the Loop every November, with shuttles to transport people and their gear around gaps. Once the gaps, especially the critical DeBary gap are closed, there is the potential for 100-200 person rides. Joy will send the economic impact report from Bike Florida’s Gullah Geechee Tour. The impact of the one-week tour to the area including Armstrong was 800,000 – this should get attention!

Pat Northey reminded us that while the Loop is wonderful for biking, it’s much more - it connects parks and neighborhoods and encourages children to get out. From her perspective, every piece is critical to get done on the ground so the full Loop can be marketed as more than a biking destination. It’s about connecting neighborhoods and although neighborhoods may object at first due to fear of the unknown, they usually come on board after the fact and embrace the trail.

Pat is collecting a list of potential sponsors. She reiterated the need for an event budget. She has a solid list for Volusia, but stressed the need for other counties to be proactive and for there to be representation from every city and every county. Once we have a good list and a firm sponsorship package (and make a final determination on Saturday) we can send out a “save-the-date” announcement and begin a sponsor campaign. She suggests construction companies, health care, and other businesses that benefit from the trail. “It’s a big deal and has a lot of momentum and there are a lot of people who want to be part of it” she said.

In addition to funding, Sponsors are needed for venues, food and beverages, contest prizes, and giveaways including bags, other SWAG such as bandanas and water bottles.

Sarah Kraum said that Edyie McCall, Titusville Director Economic Development and Marcia Gaedcke, Titusville Chamber of Commerce, have good contacts they will share, and that the Tourism Development Council is beginning to recognize value of trails. Abby Rex said the chamber will know businesses who will be interested and that Marcia works closely with Parish Medical which is right on the trail. Medical facilities are critical. Pat reminded us that Florida Hospital will not be involved in events between Friday

5 pm through the weekend. Sarah, offered to help, and to send me contact info for Jim Tulley who continues to be an active trail booster after retiring as mayor. Abby will also send contacts for Jim? involved in Titusville public communications and marketing. Edyie McCall, clarified that the marketing material came from economic development who hired outside BrandtRonat and that they are not doing marketing pieces inhouse.

Caroline reported on her activities regarding securing a venue. For Friday, she has secured the City Commission Chamber (this seats over 100 people in a fixed seating) and the conference room that seats 18+. There are two county buildings within walking distance, the County Council Chamber and the second-floor training room in the historic courthouse. We are waitlisted on the First-Floor training room in the TCK Building. Bernice will notify her if she can juggle the schedule. We would want this room for both Thursday and Friday if possible. The training room is very flexible an easy to reconfigure for breakouts. Both this room and the city commission chambers has a nearby kitchen. All rooms have AV hookups.

She reminded us that she will be out next week and unable to attend the workshop.

Maggie has reserved the Elusive Grape for Thursday night but needs to get more information on capacity and cost. Current guestimate for Thursday reception is 60 people.

Matt Schrager is checking on the availability of the Stetson Welcome Center. Stetson has good auditoriums with places for breakout sessions. He will investigate their willingness to work with us as sponsor in kind. Maggie emphasized that any entity that provides support for the Summit will be considered gold or platinum sponsor with associated benefits.

He is researching mobility and health and aging physiology and built environment/infrastructure. He is also working with Mikael Colville-Andersen (MCA) of Copenhagenize Design. Matt took photos of downtown DeLand that are being used to create mock ups for before and after shots and to show how the improvement how affect business. Both Matt's specialty of exercise and aging, and potential infrastructure improvements are potential program elements. He reemphasized the importance of a path between downtown and the Loop. The Rail Spur is ideal because it connects directly to downtown and allows for a trailhead with facilities and shops, potentially a small historic depot or caboose for a cyclist welcome center like other trailheads. Caroline reiterated that the city is opposed to the Rail Spur because it is currently in use (even though with only 2 trains a week traveling at under 10 MPH). She says the city has put in for an FDOT grant study for best possible route possibly along Euclid Avenue. Maggie observed that Euclid has none of the charm or history of the area around the Rail Spur and does not provide the best image as a gateway to the town.

Libertad discussed FDOT's Mobility Week (10/28 – 11/3), which started last year and aligns with Car-free month. They are trying for wide participation and high concentration of events that stress the benefits of other modes of transportation. FDOT seeks to partner with cities and counties to showcase alternate mobility. Last year there were 19 local events that included Trick or treat, helmet fitting, bike-on-bus training, and bicycle safety training in district office. They are especially wanting to reach out to children and other age group that do not recognize the benefits of getting out of cars. They are hoping to improve spreading the word by partnering early. Brenda Young is champion for Alert Today-Alive Tomorrow. Libertad is champion for Mobility for Life which seeks ways to educate elderly on ways they can retire from driving and engage in alternate transportation modes. Tim observed that Retirees are

biggest users of trails and the ones that bring most funding. Maggie mentioned her proposal to REI for a Train-to-Trail bike adventure targeted to girls and older women. She will send Libertad the proposal. The website will be [MobilityWeekcfl.com](http://MobilityWeekcfl.com).

She will work on a list of possible giveaways to support our event. A decision on the Saturday portion will need to be reached within a week. Maggie asked if worse-case we were unable to arrange a Saturday event would they consider 10/27 so we could be included. Libertad said they would try to keep open mind but have already distributed information. A discussion of alternate venues for Saturday followed. The idea of a bike rodeo was raised. A Bike rodeo requires a large paved area that can be marked up.

Robin thanks everyone for getting together. She has distributed a GIS Update that covers all 5 counties (already on our website in Google maps courtesy of Jason Aufdenberg).

Maggie asked Robin how county leadership groups formed and how we can get that started for SJR2C. She said Tara would be the best person to discuss that since it happened during a time she was on another assignment. The RPC's are key (this depends on the DEO accepting the joint grant submitted by the Alliance and the 2 RPCs). Like everyone the RPCs struggle with funding and can only work on funded tasks. She said the participation varies over time with planning teams early on and DMOs, chambers other tourism development groups getting more active as sections are completed. Also, OGT has indicated willingness to lead the effort although they have a smaller staff now. Maggie stated that she and Herb have a conference call with OGT on Monday and will ask this question at that time. Robin said if she can't be present at the Stakeholder planning meeting in St Johns County either her manager Huiwei Shen or Michael Stafford will be present. Robin will be at the Summit but must leave at noon on Friday.

#### **Meeting Schedule:**

The next meetings are scheduled for 9:00 AM

July 7

July 21

August 4

Matt or Pat will chair the July meetings, and Maggie will dial in.



Maggie Ardito, President, St Johns River-to-Sea Loop Alliance

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The St Johns River-to-Sea Loop Alliance is a 501(c)(3) nonprofit organization with the mission to support, advocate, enhance, promote and protect the St Johns River-to-Sea Loop Florida SUNTrail.