

**Courtney Campbell Scenic Highway  
Corridor Advocacy Group (CAG)  
Minutes**

**Regular Meeting at the  
Board Meeting Room  
Clearwater Christian College - Cathcart Hall  
3400 Gulf-to-Bay Blvd.  
Clearwater, Florida**

**January 24, 2003  
8:30 a.m. to 10:30 a.m.**

**Attending:**

Paul Bertels, City of Clearwater Traffic  
Katie Cole, Clearwater Regional Chamber  
Chris Cook, Keep Hillsborough County Beautiful  
Jim Gilman, URS  
Ron Gregory, URS  
Ken Hess, Clearwater Christian College  
Nadine Jones, Hillsborough County Aviation Authority  
The Honorable Bill Jonson, City of Clearwater Commissioner  
Jeannie Keene, West Shore Alliance  
The Honorable Jan Platt, Hillsborough County Commissioner  
Laurie Potier-Brown, PBS&J, FDOT  
The Honorable Linda Saul-Sena, City of Tampa Councilwoman  
Jim Valentine, City of Tampa Parks Dept.  
Jessica White, Tampa Bay Regional Planning Council

---

Bill Jonson, CAG Chair, called the meeting to order at 8:40 a.m.

The minutes of the December 16, 2002 meeting were reviewed and approved with two minor changes—2nd paragraph on page 2, change spelling of “Polozzi” to “Palozzi.” Under LINKS Update on page 2, seventh line down, “has” should be replaced with “is.”

While waiting for others to arrive Mr. Jonson asked Jessica White, TBRPC, to show the group what has been completed so far on the Courtney Campbell Scenic Highway website. Ms. White gave a brief overview of the main pages and discussed what would be added in the future. In addition, she asked the group to start thinking of a url for the website. Several suggestions were made, including [www.courtneycampbell.org](http://www.courtneycampbell.org) and [www.cccag.org](http://www.cccag.org). Mr. Gregory, URS, suggested adding the video to the website when it is completed.

**Old Business:**

- ▶ **Eligibility Document - Status Update/Review of Designation Phase Steps**  
Mr. Jonson stated he thought it would be a good idea to take a few minutes to see where the Program is in the designation stage. The Eligibility process is at the point where the Program is waiting to hear back from FDOT that the document has been accepted. The next phase is the

Designation Phase, and the major work product in this phase is the preparation of a Corridor Management Plan. Once that has been completed it will be submitted to FDOT; they will review the Plan and return comments. The CAG will make the necessary changes to finalize the Plan then return it to Tallahassee for official approval. Once that is done, the CAG will receive an official letter of designation, at which time the CAG will probably have a kick-off event with some kind of ceremony and perhaps a visit from the Governor.

Mr. Jonson then went over the format of the Designation Application. He stated the application was similar to the Eligibility Document, but takes the information a step further. One of the main sections of the application is Partnerships & Agreements. This is where the CAG will document who is going to be responsible for which tasks. He stated, other than this section the application is probably 60-65% complete.

Commissioner Platt asked if the Designation process usually takes this long, stating the group has been meeting for approx. 2 years. Mr. Jonson and Mr. Gregory reassured the group that this particular program was actually moving more quickly than most. In addition, the timing of the LINKS I project puts the group in a position in which their input will be important to the future of the Courtney Campbell corridor.

#### **Eligibility Document - Status Update**

Ms. Potier-Brown, PBS&J, reported that Bob Clifford, FDOT, Dist. 7 will sign the letter of approval for the Dist. 7 office and then transmit the revised Eligibility Document to the State DOT office for final review and approval.

#### ▶ **Corridor Management Entity - Operating Procedures Status Update**

One of the requirements of the Corridor Management Entity is for the group to have Operating Procedures. Mr. Jonson stated when he approached the Council with the idea of it becoming the CME for the Program, he told them the group was interested in being set up similarly to the Agency on Bay Management (ABM). Ms. White used the ABM Operating Procedures to develop draft Procedures for the Group. The Procedures will include the membership, quorum, meeting schedule, etc. and should be available for review at the next meeting. Commissioner Platt volunteered to review the first draft of the Operating Procedures, as she was involved in the development of the Procedures for ABM.

### **New Business:**

#### ▶ **Scenic Highway Presentation**

Ms. Cole, Clearwater Regional Chamber, stated she and Councilwoman Saul-Sena met with Jeff Coleman and Bob Singerman, both of URS, to discuss ideas for the video. From their discussions the URS Production Department was able to create a script. The script has Ms. Cole and Councilwoman Saul-Sena introducing different famous scenic places around the world, such as the canals of Venice, the Champs Elysees, Bourbon Street, then the script take the viewer to the Courtney Campbell Causeway as our place in Tampa Bay. The video will include shots from different parts of the corridor and when completed should be 4 to 6 minutes long. Ms. Cole stated they would like to have the video include government officials from both sides of the bay talking about the multi-jurisdictional project. Commissioner Platt was asked to represent Hillsborough County, and perhaps Commissioner Karen Seel representing Pinellas.

Mr. Jonson stated the only modification to the script he would like to see is to be more specific about what we are asking for when the script says "we would like to have your support and participation." Does that mean money, a letter of support, volunteers, in-kind contributions, etc.?

Mr. Jonson suggested sending out the script with the minutes so everyone will have a chance to read it. Ms. Cole suggested adding a page to the website where people can go and let us know how they would like to support the Program. Ms. Cook recommended having the page be interactive so the visitor can send information and it would be directed to someone for action or a response.

Mr. Hess, Clearwater Christian College, suggested we include a list on the webpage of different ways a person/group/business can help the Program, i.e. in-kind donations, clean-ups, Adopt-a-Highway, promotional and educational materials, etc.

▶ **Website Review**

Ms. White briefly navigated through the CCSH website again for those who didn't see it the first time. In the first presentation she asked for input on links and other items the group would like to see added to the page. The group suggested adding the following links: City Parks, County Parks, recreational opportunities, Tampa Bay Estuary Program, Mayor's Beautification Committee, MPOs for Hillsborough and Pinellas, the participating members' organizations, Westshore Alliance, Clearwater Regional Chamber of Commerce, URS and Clearwater Christian College, the LINKS project, State and National Scenic Highways Program sites.

It was recommended that the website include a link that would announce upcoming meetings and events, such as the Great American Cleanup on April 26<sup>th</sup>.

Mr. Gregory recommended making the presentation video available on the website once it is completed.

▶ **Accomplishments to Date**

- ▶ The STAR reclaimed water line will now extend to the east end of the Causeway.
- ▶ A traffic light will be added at the entrance of the Clearwater Christian College campus.
- ▶ The CAG has been actively involved in the design of the LINKS project landscaping elements.

▶ **Review CAG List of Participants**

Mr. Jonson explained to the group that in developing Operating Procedures for the program it will be necessary to have an official voting membership that would be the group responsible for decision making. After some discussion it was agreed that the organizations represented at the 1/24/03 meeting would make up the voting membership. Each organization would have one vote and delegate one representative and one alternate. If the representative is unable to attend a meeting, then the alternate would be able to vote for the organization. It was agreed that Mr. Jonson and Ms. White would put together a draft membership list for the group to review prior to the next meeting.

▶ **Action Plan for the Next Three Months**

- ▶ Eligibility Document - waiting on final approval from the State.
- ▶ Finish presentation video
- ▶ Finish website
- ▶ Finalize Operating Procedures
- ▶ Technical Update to be completed by Brian Smith and Ned Baier

LINKS Update - Stage I, the Courtney Campbell and Airport Interchange is moving forward. In conjunction with the Stage I work, DOT will be setting up some general meetings for interested groups that will also include the areas that will be affected by Stage II and III. They will also be setting up charette-type meetings for interested groups in specific areas. The CCSH CAG will be placed on the meeting notification list so there can be representation from the group at the meeting that includes the Causeway.

Ms. Cook, Keep Hillsborough County Beautiful, announced the *Great American Clean Up* will take place April 26<sup>th</sup> and that there will be a clean up site on the Causeway. She invited the CAG to use the event to hand out informational material about the Program.

▶ **Meeting Schedule for the Remainder of 2003**

Meetings will be the 3<sup>rd</sup> Friday, every other month

Schedule will be as follows:

- ▶ March 21<sup>st</sup> 8:30 a.m. URS Board Room
- ▶ May 16<sup>th</sup> 8:30 a.m. URS Board Room
- ▶ July 18<sup>th</sup> 8:30 a.m. URS Board Room
- ▶ September 19<sup>th</sup> 8:30 a.m. URS Board Room
- ▶ November 21<sup>st</sup> 8:30 a.m. URS Board Room

▶ **Review and Update the Corridor Vision, Goals, Objectives and Strategies**

Mr. Jonson stated the Vision Statement has been reviewed many times and was liked by the State FDOT reviewers, so the group may not want to make any changes to it, but asked that the group review the Initial Goals and come up with ideas for additions or changes so the goals will be refined going into the Designation Phase.

Councilwoman Saul-Sena suggested adding a specific goal that would address linking pedestrian and bicycle mobility across the bay. Several attendees supported the idea, and Councilwoman Saul-Sena suggested adding it as Item 10 to the goals:

10. Create a continuous bicycle and pedestrian link from the east to west side of the causeway.

**Meeting adjourned at 10:10 a.m.**

**Next Meeting:**

Friday, March 21, 2003 @ 8:30 a.m.  
URS Corporation  
Board Room  
7650 W. Courtney Campbell Causeway, Tampa