

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

**Regular Meeting at  
URS Corporation - Board Room  
7650 W. Courtney Campbell Causeway  
Tampa, Florida**

**November 12, 2004  
10:30 a.m.**

**Attending:**

Jane Burmer, URS  
Katie Cole, Clearwater Regional Chamber  
Susan Dutil, Pinellas County MPO  
Ron Gregory, URS Corporation  
The Honorable Bill Jonson, City of Clearwater Councilmember  
Felicia Leonard, City of Clearwater  
Mike Palozzi, FDOT/GEC (PBS&J)  
The Honorable Linda Saul-Sena, City of Tampa Councilwoman  
Bill Sanders, Keep Pinellas Beautiful  
Alan Steinbeck, Hillsborough MPO  
Jim Valentine, City of Tampa  
Jessica White, Tampa Bay Regional Planning Council

Councilman Bill Jonson, CCSH CAG Chair, called the meeting to order at 10:40 a.m.

The minutes of the August 27, 2004 meeting were reviewed and approved with one correction: Item #4, change Krutz to Kurtz.

**Old Business:**

**1. Status of Designation Application**

Mr. Palozzi stated the copies of the application will be submitted to Rick Adair, FDOT District 7 representative for this project next week for transmittal to the District office in Tallahassee. The next time the SHAC will meet will be in early January. The only other item for the SHAC's review is the Eligibility application from the Suncoast Scenic Parkway.

**2. Brochure Subcommittee Report**

Councilwoman Saul Sena reported the subcommittee initially met at the Aviation Authority office at which the Aviation Authority agreed to share some beauty shots of the Causeway. A follow up meeting held at PBS&J and their graphics person is going to put together the text and the imagery the group provided into a brochure. Councilwoman Saul Sena added the group still needs some pictures of beach cleanups, and some beauty shots from the Clearwater-side of the Causeway.

Mr. Palozzi circulated the draft brochure for comments. Mr. Gregory suggested using some of the stock digital shots used in the video. Katie Cole suggested making the brochure 8-1/2 x 14 instead of 11 x 17. She also suggested moving the map to the back of the brochure and using the pictures inside. Councilmember Jonson stated the location of Cooper's Point is incorrect on the map.

Mr. Palozzi asked the group to look at the credits to make sure the order is correct and no one was left out. Councilmember Jonson suggested adding the federal Scenic Highway Program information, as well as space for sponsoring members in case they would like their information to appear in the brochure. Councilwoman Saul Sena suggested taking the brochure to the sponsorship meeting. Mr. Valentine suggested adding the logos of the participating cities and counties.

### **3. Sponsorship Subcommittee Report**

Councilmember Jonson met with Susan Chiellini and Ron Rotella, both with the Westshore Alliance, to discuss kicking off the sponsorship process. Mr. Rotella suggested having an informal information briefing for the businesses that are located along the Causeway. Include showing the video, giving them an update on the Scenic Highway Program, talk about CCSH CAG goals and what CCSH CAG has accomplished so far. Specifically address the benefits that would accrue to them for being on or near a Scenic Highway. At the end of the meeting the businesses would be asked if they would join the group as a sponsoring member, or provide them opportunities to participate.

Councilmember Jonson stated he and Councilwoman Saul Sena also met with Don McDaniel, General Manager at the Hyatt, and he agreed to host the meeting with the local businesses. The date for the meeting is Thursday, January 27 at 4:30 p.m. Invitees include the business community, including property management companies, hotels, restaurants, etc.

Councilmember Jonson stated the CCSH CAG now needs to focus on businesses from the Pinellas-side of the Causeway. Katie Cole, Clearwater Chamber suggested the Pinellas business owners be invited to the same meeting since there are so few of them compared to Hillsborough.

Councilmember Jonson stated he needs a budget from the Tampa Bay Regional Planning Council that breaks down what the sponsors will be supporting with their annual contribution. Jessica White, TBRPC agreed to coordinate getting that pulled together.

### **4. Storage and Renovation of the Courtney Campbell Causeway's Existing Monument**

Jim Valentine stated the City of Tampa may have a substation in South Tampa to store the marker temporarily. He added that their transportation department may have something closer to the site. Councilmember Jonson stated the marker is very large at about 8' tall and a couple of feet thick. Mr. Valentine replied Parks & Rec would not be able to move the marker, but perhaps the transportation department would have the equipment to deal with something that large and heavy.

Mr. Palozzi replied that in the construction contractor's scope of work it states they are required to remove, store, and replace the marker, with a location to be determined along the way. Mr. Gregory stated it is important that the location of the marker is tracked so it doesn't get lost in storage. It was agreed that moving the marker would be left to the contractor.

### **5. Status Report on the Response to the City of Tampa's letter to FDOT on the Trail Maintenance Issues**

Mr. Valentine stated a detailed letter, including photos, was sent to Harvey Hunt, FDOT on 10/04/04, but they haven't heard anything back. Mr. Gregory suggested Councilwoman Saul Sena follow up with Ken Hartmann to see if they are willing to do it now that they are working on the Causeway.

Councilmember Jonson stated Felicia Leonard said FDOT is out working on the Pinellas-side as well, but we don't have this kind of letter from Pinellas. Councilmember Jonson asked Felicia to draft a letter from the City of Clearwater asking for the same type of repairs be done at the same time they take care of the Hillsborough-side.

## **New Business:**

### **6. Designation Celebration Plans**

Mr. Palozzi believes the CCSH should receive the Designation Letter from the Secretary around the end of February 2005, and suggested the celebration should be planned toward the end of March/early April, just in case something gets held up.

### **7. Clearwater Chamber of Commerce Future Representative**

Katie Cole stated that the Clearwater Chamber is in the process of hiring a new President & CEO. The decision will be made soon so that position can be filled starting at the beginning of January. Katie announced that she will be leaving the Chamber in January to start law school. Her replacement on the CCSH CAG will be Edi Bauer, VP of Tourism, who will help coordinate the celebration.

### **8. Other Business**

Councilwoman Saul Sena asked Mr. Valentine the status of Ben T. Davis Beach. Mr. Valentine stated they are looking at ways to make improvements. Mr. Gregory suggested going after FEMA money right away while they are in the area making storm damage assessments.

**Next Scheduled Meetings:**    Friday, January 14, 2005 **and**  
   Friday, February 11, 2005  
   Both start at 10:30 a.m.

**Meeting adjourned 11:20 a.m.**