

Courtney Campbell Scenic Highway  
Corridor Advisory Committee (CAC)

## Minutes

Regular Meeting at  
URS Corporation, 7<sup>th</sup> Floor Board Room  
7650 West Courtney Campbell Causeway  
Tampa, Florida

February 15, 2013  
10:00 am

### Attending:

Councilman Bill Jonson, City of Clearwater Council and Chair CASH/CAC  
Chris Weber, Westshore Alliance  
Ron Gregory, Vice President, URS Corporation  
Susan J. Miller, Bicycle/Pedestrian Planner, Pinellas County MPO  
Karla Price, Tampa Parks Department  
Linda Saul-Sena, Citizen from Tampa and Vice Chair CASH/CAC  
Ken Hoyt, Citizen from Hillsborough  
Lori Marable, Pedestrian and Bicycle Coordinator, Florida Department of Transportation  
Jessica Lunsford, Tampa Bay Regional Planning Council  
Chris Joy, USF Student  
Vickie Scott, URS Corporation  
Joanna Blaz, USF Student  
C. J. Reynolds, USF – CMS

### Introductions:

The meeting was called to order at 10:10 am with introductions of all in attendance. Bill Jonson volunteered to take notes and publish draft minutes of the meeting.

### Minutes Review and Approval:

The minutes of the Meeting of November 18, 2012 were not available for review or approval. Linda Saul-Sena reported that she would draft minutes from that meeting for approval at the next meeting. It was noted that there was no committee meeting scheduled for December 2012 and the meeting originally scheduled for January 18, 2013 was cancelled due to conflicts from many of the members.

### Report on the progress of the construction of the Causeway Trail:

Construction of the Causeway trail is proceeding. Chris Weber reported that he will be meeting with Ms. Marable, and Ms. Chris Carson to plan an opening ceremony for the west section of the trail. Completion is expected in Fall, 2013.

Ms. Marable reported that the Tallahassee office is looking at advancing the trail connections to each end of the Courtney Campbell Trail. This is part of the major initiative for the Central Florida Coast to Coast Trail. Mr. Weber reported that the Cypress Point connection had been completed.

Ms. Saul-Sena reported that she had written an article for Creative Loafing on the Trail.

### **Discussion of the Student Amenities and Outreach Committee:**

Ms. Reynolds introduced Ms. Blaz and Mr. Joy who are two of eight students participating on the project. She further reported:

1. This is a project associated with a Master Degree level course Strategic Communications Management Class.
2. It will start with a strategic plan.
3. Ms. Leonard and Ms. Price are documenting the process used by the Cities so that this project can be integrated and be consistent in embedding the students into that process.
4. Ms. Price reported that the project will come up with a “brand for the Trail”. This process will start with community input. It is expected that a logo brand will be developed that can be used with all references to the Trail. This will be done in parallel with the communications outreach. The assumption is that an artist will be incorporated in this project using funding from the public art funding from both Clearwater and Tampa. What ever is produced with be replicated throughout the trail. Standard colors will be selected that are fade resistant and easily duplicable in the future.
5. Ms. Price further reported that the communications process will include public charettes that will provide an opportunity for sharing the Causeway history with the community.
6. Ms. Reynolds emphasized that this project must be built around the student’s semester class schedule.
7. Ms. Price identified the need for the development of a separate web site for the trail with links to and from it to other websites. This website would highlight that the trail is all about fun and activity.
8. Some of the team roles are writers, qualitative research, quantitative research, focus groups.
9. Ms. Marable noted the need for consistency across the State. She suggested the team talk to the A1A Scenic Highway group. Action: Ms. Marable will provide contact points. She also suggested contact with Chris Carson, PIO, at FDOT District 7 at 813-975-6000.

Ms. Reynolds reported that there is another student team working on the Economic assessment and funding side of the amenities planning that will include:

1. Identification of businesses along the trail.
2. Concessioners and other businesses that could support the trail for example Kayak rental.
3. The initial process will include and evaluation of what we know and what we don’t know.

Ms. Saul-Sena suggested a unique sporting event that the Courtney Campbell could be known as hosting every year. Ideally this event would involve the entire trail. Ms. Price reported that organizations are looking for locations to host 5K events or a March of Dimes Walk type of event.

Ms. Reynolds reported that we need to collect information on parking availability for the trail. Ms. Price agreed to collect information on public in Hillsborough and Mr. Weber agreed to do the same for private parking. Ms. Price will ask Ms. Leonard to collect the information on the Pinellas side of the trail. This information is needed by March 1, prior to the start of the Community Charettes.

Ms. Marable agreed to research FDOT vendor requirements for food trucks and rentals on FDOT property along the Causeway.

Ms. Price reported that she provided information to Hillsborough County on the investments that Tampa will be making in supporting the trail: new restroom construction at Ben T. Davis beach \$530,000, \$174,000 for parking stabilization at Ben T. Davis Beach, and \$60,000 to maintain the trail annually. She will obtain the estimate to maintain the restrooms annually. The hope is that Hillsborough will provide matching funds to support the trail.

The group discussed the process for individuals or corporations to make contributions to support the Trail. The groups Friends of Tampa Recreation and Keep Tampa Bay Beautiful were suggested. There is a need to identify similar organizations in Pinellas. Another possibility is the TBRPC Foundation. These would be used for amenities that could be installed immediately upon opening, like bicycle racks. At a minimum, the trail will need some trash cans on opening.

Ms. Price reported that there will be a combined Greenways citizen advisory meeting at 6:15 on 2/19 at the Loretta Ingraham Recreation Center on North Hubert in the West Shore area that might be a good point of initial contact.

### **Next Meetings:**

Because of the considerable activity underway, the group decided to meet monthly. The next meetings will be on March 15 and April 19. The meetings will continue to be held at the URS Office on the Causeway and will start at 10:00 am.