

## Goals, Objectives and Strategies 2011

### 5 Mention how effective the goals, objectives and strategies have been in accomplishing the Corridor Vision.

Our CMP goals, objectives, and strategies continue to guide our CME projects effectively in pursuit of our corridor vision. It is clear however that it is time to update them, as can be seen from the details in Item 6 below, where some strategies overlap and others are not aptly suited to the CME activity identified. We expect to revise our Goals, Objectives, and Strategies as part of our 5 year CMP update. With the tightening of federal, state, and local budgets over the past couple of years we continue to focus on the strategies most realistically suited to our volunteer and funding resources. As in the prior reporting period community outreach, educational, and informational strategies have been most within our capability. A public forum by speakers with special expertise, a trail walk, and regular attendance at community events were principal activities at this level. Intermediate term strategies include educational trail head signs for Bicentennial Park. Executing our Wayfinding and informational program is a long-term strategy.

### 6 Which goals and objectives have been met thus far and how were they accomplished?

Strategy 1.1.2. Obtain recommendations and plans from native plant society (used Ormond Beach Garden Club grant to install a wildflower demonstration project at Smith Creek Landing and High Bridge Park). Strategy 1.1.3 Coordinate with jurisdictional authorities (Worked with Manager of North Peninsula State Park to find optimal location for wild flower seed planting, project now complete with signage to prevent inadvertent mowing by county maintenance). Strategy 1.1.4. Develop on-going maintenance strategy (county and city departments generally advise the CME when trimming and other maintenance projects along the corridor will occur). Strategy 1.1.5 Identify sources of grants and matching dollars for grant applications (501(c)(3) IRS application submitted; grant committee actively reviewing grant opportunities; National Scenic Byway grant awarded for Wayfinding and Interpretation Assessment Plan, now carried through a series of public meetings; a design has been selected). Strategy 1.2.3 Obtain recommendations and plans from native plant society (donated Palatka Holly planted in collaboration with other groups at Fortunato Park for Arbor Day). Strategy 1.2.7. Support the state's efforts to enhance and protect native scrub habitat in North Peninsula State Park (Wildflower demonstration project at Smith Landing/High Bridge Park; encouraged and got updates from Barbara Roberts of North Peninsula State Park on salt marsh restoration project and from Dylan Gavagni on controlled burns at Tomoka State Park.) Strategy 1.4.2. Coordinate, monitor and establish public and private signage standards for the scenic Corridor (held public meetings, reviewed, and accepted design for Byway signage as part of NSB grant for Wayfinding and Interpretation). Strategy 1.4.5 Add Scenic Highway protections to the City of Ormond Beach and Volusia County Comprehensive Plans. (Overlay district remains a long term goal; attendance and feedback provided at City Commission meetings regarding updating of John Anderson Drive.) Strategy 2.3.4 Design and build a meandering trail. (Multi-use trail within Tomoka State Park along Old Dixie Highway extending existing sidewalk from Inglesea to Tomoka State Park entrance is now funded, permitted, and close to construction). Objective 3.1. Maintain the scenic highway CME organization and hold public meetings (attended "Achieving Excellence" workshop in Deland and worked through application and application revisions to be granted Level I accreditation as a viable CME, accreditation currently pending; the CME chair attended the Florida Scenic Highway state-wide conference in St Augustine this year). Strategy 3.1.1

Hold regular advertised public meetings to inform the community of the on-going goals, objectives and strategies and actions taken to accomplish them while seeking input from the community to help promote, maintain and enhance the Corridor. (Regular monthly meetings held at the historic Anderson-Price Building on North Beach Street and advertised in local newspapers, on the website, in online cafe hosted by newspaper, and on Facebook page.) Strategy 3.2.1 Develop and maintain website. (Website [www.ormondscenicloopandtrail.com](http://www.ormondscenicloopandtrail.com) includes meeting dates and minutes, by-laws, the CMP, the annual report for FDOT, donation information, brochures, map, photos, and occasional reports and photographs from members covering specific activities, e.g. trail walks along the byway, and links to other organizations. We anticipate updating the website this year.) Strategy 3.3.1 Provide speakers for business and organization meetings (Joe Jaynes and other members provide input at City Commission meetings this year). Strategy 3.3.4. Develop projects involving local business and organizations (the CME submitted a letter of support of Snell Legal's application for a Florida Preservation Trust Award; the building is now on the National Register of Historic Places). Strategy 3.3.5. Provide opportunities for residents and businesses along the Corridor to participate in the planning and decisions made for the Corridor during scenic meetings and through website (two public meetings held at Ormond Beach City Hall to collect public input on Byway Signage). Strategy 3.3.6 Invite park managers, "Friends of Parks" organization members, Homeowners Associations, environmental groups and local business organizations to send representatives to the CME meetings. (State Park staff and representatives of the City of Ormond Beach and Volusia County are in attendance or in contact in varying degrees of regularity). Strategy 4.1.1. Develop educational programs. (Held the CME's first public forum at The Casements with Barbara Roberts speaking on the marsh restoration project and Dylan Gavagni speaking on controlled burns for ecosystem maintenance; Don Spence, PhD candidate at the University of Florida, and John Kunzer, Tomoka State Park biologist, led our best-attended trail walk yet in November 2010). Strategy 4.1.4 Develop brochures and other educational literature. (We continue to distribute a tri-fold brochure providing an introduction to the OSLT, soon to be updated, and a tri-fold information and donation brochure; constructed a new display board with photographs and maps to display at events such as farmer's markets and special events). Strategy 4.1.6. Develop appropriate informational/educational signage (project in progress to post educational trail head signs at Bicentennial Park, now awaiting decision whether Volusia County Staff will be available to assist). Strategy 4.1.10 Install FSHP signs (design for Wayfinding and informational signage is near completion, implementation will occur gradually). Strategy 5.1.3. Seek law enforcement office's and transportation engineers' advice on traffic calming options (Strategy 5.2.1 Develop bike/pedestrian paths. (Eight foot multi-use trail along North Beach Street inside Tomoka State Park is funded and in the permitting stage.)

7 Which goals (unlikely in the first year), objectives, and strategies have been or need to be modified in order to attain the Corridor Vision?

None.

8 What new ordinances, policies and/or regulations have been issued as a result of the scenic highway?

None since the last reporting period.

9 Are there proposed ordinances/regulations that may aid goals?

None