



Executive Committee Meeting
July 20, 2022
MEETING MINUTES
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Attendance

Emily Hanna
Eric Trull (minutes)
Kurt Ardaman
Lesa Boettcher
Pat Brown
Stephen Koontz

Welcome, Approval of June Minutes

Emily welcomed executive committee members and presented the June 15, 2022, minutes for approval. Motion to approve made by Lesa Boettcher and seconded by Kurt Ardaman. Unanimous approval by those present.

Working Groups Updates

Enhance and Restore

Lesa shared updates on the first HWOT signage slated to be installed this weekend, 7/23/22. Healthy West Orange developed the signs and will be placed adjacent to the live oak and fire bush planting. Lesa sent invitations to a photo opportunity for a future public relations campaign that will take place this Monday, 7/25/22, at the corner of Hennis Rd. and the West Orange Trail, which will include folks from Orange County, the West Orange Chamber, and others.

Communications & Events

Lesa shared updates on the October 1 "Take Over the Trails Day" (TOTTD) kick-off event. The Town of Oakland will be hosting the event. The working group is meeting later in the day, 7/20/22, and has a goal of meeting two more times across the next two months to finalize details ahead of the event.

Additional updates include the development and finalization of various communication tools and designs. A social media campaign is in the works around trail etiquette, the area's history and more ahead of the TOTTD event and Lesa shared a sample with the committee. Additionally, a trail poster has been finalized and additional design is set to be completed by Healthy West Orange.

Emily updated the group on the creation of large maps to be included at various locations along the trail. These maps, including the Coast to Coast and other trails, are being blown up by various

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partners and will help HWO trail users identify locations of enhanced improvements, proposed trails, and more.

Safety

Emily shared updates on the possible safety challenges on the Apopka portion of the trail around the area of proposed plantings. The Safety Survey was distributed to a list that is now stored within the master contact list for HWOTC which includes bike shops, Friends of Lake County, and others. As of the morning of 7/20/22, 304 responses have been received. Hannah Gunter is working with Orange County to ensure distribution through its various digital channels and is possibly able to include the survey within utility bills. Follow up emails will be sent to all HWOT coalition members as the survey nears the closing date to push messaging a final time.

Design & Connections

Emily updated the Committee on the Design Document progress. After a failure to gather existing data from consultants, BWCF's GIS staff is moving forward with the reconstruction of data. The data will help better understand the context of the existing environment around the trail. The next step will be the creation of context classifications for future trail development based on these findings.

Orange County Transportation Sales Tax Initiative

Emily updated the committee with the work that Bike/Walk Central Florida is doing around the Transportation Sales Tax Initiative. BWCF has been invited to meetings with Mayor Demings' team regarding the messaging of the initiative and the BWCF Board has established a committee to serve as a working group in efforts to better understand the initiative. The working group has a meeting scheduled for the week of 7/25/22 to discuss the initiative with the county in more detail.

Kurt suggested there may be an opportunity for the HWOTC to support the initiative, but a few items needed to be clarified before moving forward. Lesa suggested adding this as a follow-up item on the August agenda, following the planned BWCF meetings.

OC Technical College Update & Next Steps

Emily reminded the committee of the challenges the group is currently looking to overcome with OC Technical College and the significant reduction of the landscape buffer along the trail due to upcoming construction planned by the College. A letter has been assembled and sent to the Orange County School Board in an attempt to meet to discuss increasing the buffer as much as possible in person. Unfortunately, there has been no response to date and with plans at 90% it may be challenging to make any changes to the site. Despite that, Emily is pushing for a meeting and Kurt suggested a few additional contacts to reach out to.

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Review agenda for Steering Committee Meeting

The committee reorganized agenda items and added action items to better clarify where voting would be needed, particularly on Take Over the Trail Day and Orange County Sales Tax items. Other agenda items were updated as needed.

Next Steps

- Next meeting date: Executive Committee – Changed from August 17 to August 10, 2022.
- Next Steering Committee Date: August 18, 2022

Next meeting date: Executive Committee – August 10, 2022