

University of Florida Historic St. Augustine, Inc. (UFHSA)

A direct support organization to UF as provided, Chapter 267.1736 Laws of Florida

UFHSA Board of Directors Meeting

May 20, 2016

Time Convened: 10:03a.m.

Time Adjourned: 1:53p.m.

Government House, 48 King Street, St. Augustine, FL

Board Members Present: Chair Allen Lastinger, Kathy Deagan, Michael Gannon, Rick Gonzalez, Roy Hunt, Arva Parks, Danny Ponce, Bill Proctor, Herschel Shepard, and Tracy Upchurch

Board Members Absent: Craig Dezern, Michael Francis, Larry Rivers, and William Robinson, Don Slesnick

Others Present: Ed Poppell, Lora Smith, Linda Dixon, Jan Matthews and Billy Triay

Action Items

The minutes from the November board meeting were approved unanimously. The motion was made by Tracy Upchurch and seconded by Rick Gonzalez.

Chair Lastinger introduced John Reagan, City Manager of St. Augustine, to the board and asked him to give the land reversion update. Mr. Reagan stated the property should stay in continued use of the Colonial Quarter. The city would like to create a relationship between the local reenactment community and the Colonial Quarter. The city feels that this could bring the Colonial Quarter to a whole new level. The reenactors would like to see a partnership with the Colonial Quarter. He believes if we work closely together we will be able to control the activities on the property while involving the reenactment community and it could create more attractions for tourists in the Colonial Quarter. The historic preservation is one of the most important things to the city. The work UFHSA does is very appreciated by the City of St. Augustine. Chair Lastinger informed the board that he and Ed Poppell would be at the next city commissioners meeting to update them on what UFHSA has been doing.

Committee Reports

- **Education, Interpretation, Facilities** - Chair Lastinger called on Dean Mike Reid for the College of Health and Human Performances presentation. Dean Reid introduced Jason Stienmetz, Research Coordinator for Revisioning the Colonial Quarter project. He reviewed the Phase I and Phase II findings. In Phase I, three distinct products and strategies were discovered. Brand recognition was weak, repeat visitors are key and the Colonial Quarter needs to complement the Castillo and Historic District experience. In

Phase II they found that people reported a positive Colonial Quarter experience, they were not meeting the living history expectations that visitors were looking for, and people wanted authenticity. Phase III had four goals: Identify the existing Colonial Quarter brand identity; Identify potential rebranding options for the Colonial Quarter museum and entertainment; Identify potential design elements for redevelopment of the Colonial Quarter museum space; identify potential rebranding options for the Government House. Data collected was based on social media data, on site interviews and online consumer surveys. The data showed that history and beauty expectations were being met, educational experiences were being provided and it was a relaxing atmosphere. As for the findings for the museum rebranding, surveys showed that the name St. Augustine Historical District was the top name people liked. The second being St. Augustine Historical Village. Surveys showed that for the venue rebranding, the top name chosen was Colonial Courtyard, followed closely by Oakwood Courtyard. Mr. Stienmetz went on to discuss the findings that involve Government House. It was recommended to the board that the property be renamed based on background and history. The top keywords that were most liked were Royal Heritage of St. Augustine and Governor's House. The final report will be delivered on June 20, 2016. The Chair thanked Mr. Stienmetz for his work and for presenting to the board.

Mr. Poppell told the board that their guidance was needed on history, food/beverages and retail. Mr. Poppell would like to make everything available inside the venue. Board member Upchurch was concerned about the architectural challenge they would face. Chair Lastinger informed the board that they were currently in the preliminary phase until recommendations come out in June and will be reviewed at the November meeting. They are open to all recommendations that the board has.

Jan Matthews shared some sample plaque templates for the board to review. Professor Matthews told the board about her class she has brought to St. Augustine and how they have worked on this project. They want the plaques to tell the story about the property and what took place there. These plaques will go on all of the UF leased properties. The information on the plaques will paint a picture for the person reading it. They have been working with University Relations office for the creation of the template. The chair thanked Professor Matthews for her report.

- Colonial Quarter Update - Mr. Poppell updated the board on the Colonial Quarter (CQ) financials. The CQ is doing well and making money. From an economic standpoint they are doing well. Visitation is increasing each year. They have accelerated the repayment schedule. Commission to UFHSA will be approximately \$150,000 for fiscal year 2016.
- Budget Update - Linda Dixon, UF Planning, Design and Construction updated the board on the current financials of UFHSA. Ms. Dixon provided an overview of the three accounts that UFHSA has and provided the board with a spreadsheet that showed the budget compared to actuals. She reviewed the revenue that UFHSA currently has coming in and there was a slight increase. This includes property leases, parking permits, CQ commission, etc. The expenses incurred this fiscal year were on building projects, repair and maintenance projects, administration salaries, research programs and reoccurring

items (utilities, building operations, etc.). UFHSA provides academic grants and reviewed 6 proposals. Ms. Dixon informed the board that there would be some aggressive investing in the properties and work on the buildings this next fiscal year. We would like to complete landscaping upgrades at Government House and Ribera side yard, replace the irrigation system, update one of the apartments, and complete at least two scheduled roofing projects on the state buildings. We have also been planning for reroofing the Kirby Smith building for the Historical Society and they hope to complete this project. Last year we added the elevator and this year we added the chair lift at Government House. Chair Lastinger noted the documentary film expenses associated with PBS may increase to as much as \$800,000. He will provide more information a little bit later. He called for a vote on the proposed budget. Rick Gonzalez motioned, Danny Ponce seconded and the budget was unanimously approved.

- **Committee Report – Roy Hunt, Chair.** The committee chair reported that some members toured the Colonial Quarter on April 15, 2016 to look at the use of the food venues and examine two proposed entrances.

The Chair stated the next action item is to review the building plaques. Board member Ponce asks if there is any connectivity to UF on the plaques. Board member Hunt stated that the UF logo must be on there somewhere. The board members discussed whether or not UF should be at the top of the plaque or on the bottom. Mr. Poppell pointed out to the board that this is not a branding situation and the building name should come first, not the UF logo. The Chair reviewed that the board approved the patent design and the modification would be to move The University of Florida logo to the bottom. The Chair wanted the board to make a motion to approve this. Board member Gonzalez made the motion, Danny Ponce seconded. Board member Hunt abstained from voting due to wanting to consult University Relations on the logo changes. Mr. Poppell stated that Jane Adams, Vice President of University Relations, would be fine with the changes.

- **Government House Name Change** – Ed Poppell addressed the board on current recommendations for the new name. The name discussed so far was The Cultural Center at Government House. The board discussed a few options. Board member Ponce asked if they should have HHP test out the name and see how people react to it. Board member Deagan suggested Governor’s House Cultural Museum. Several board members felt the word cultural was very strong and could be very diverse in the exhibits shown. The Chair stated that they would like to have a continual exhibit here. The name will help us decide on space in this building. Board member Parks stated that she thought Governor’s House should be the main part of the new name. Another suggested name was Governor’s House Cultural Center and Museum. Mr. Poppell said they will have the names suggested today be tested and review the findings at the November meeting.
- **Collections** – Ed Poppell informed the board he was working on a Memorandum of Agreement between the UF Board of Trustees and our DSO to be responsible for the collections and artifacts that are in our possession. He has started a contract and is asking the board to approve or allow the Chair to sign the contract when it is completed. A board

member Ponce motioned to authorize the chair to sign the agreement when it is signed. The motion was seconded by board member Upchurch and passed unanimously.

- Board Member Terms – Allen Lastinger, Chair. The Chair informed the board that board members Gannon, Hunt, Ponce, Proctor and Slesnick were all up for renewal. The term will be for four (4) years. Board member Shepard motioned to approve, board member Gonzalez seconded and the board approved unanimously.
- City of St. Augustine Update – City Commissioner Todd Nevelle informed the board that the city had a great 2015 fiscal year. Strategic planning was put in place that will guide the City for the next 5 years. He addressed areas that impact our properties - Mobility: A task force was assembled to figure out how to ease some of the congestion for residence and tourists. They are doing specific infrastructure improvements to San Marco and a few other areas that border on our properties. Historic Preservation was added to their strategic plan as well. They would like to be more active in Tallahassee and are working with a lobbying firm. This is an area over the next couple of years the city could help UF work with their team in Tallahassee. The event Venue Ordinance defined what an event venue is. Any current venues that have been hosting events were grandfathered in. The Commissioner thanked the board for a great partnership and it is appreciated. Mr. Poppell asked about creating a pedestrian park to Spanish Street and asked what he thought of that. The Commissioner feels that anything that can supplement what the city has done would be excellent. This would be one more improvement to the city. Chair Lastinger stated that the partnership between UFHSA and the city has evolved into a constructive partnership. UF will continue to work with the city and update the commissioners at the meeting next week.
- Research Projects Update – Ed Poppell discussed the video created by the College of Engineering that UFHSA funded. The video is about coquina and the fort. It has been distributed and is on display at the visitor's center.
- Canoes Exhibit Update – Billy Triay. Mr. Triay informed the board that so far there have been 55,000 visitors to the exhibit. There have been no complaints from visitors and they seem excited about the exhibit. The train and trolley tours talk about the exhibit and the great restrooms at Government House. This has helped with people stopping in. Board member Hunt told the board about meeting with Gary Libby. Mr. Poppell and the Chair went to Daytona to meet with him and see his exhibits. Mr. Libby already has exhibits ready to go. He advised the Chair that they could rotate the exhibit every six months or so to keep things fresh and interesting. He suggested the board engage Mr. Libby to help identify new exhibits. Mr. Poppell feels that Mr. Libby could be very helpful to UFHSA.
- Partnership Updates – Ed Poppell told the board that the IFAS master gardeners are going to advise and assist us on landscaping for the UFHSA properties. They want the plants and flowers to reflect what St. Augustine used to look like. Whitney Marine Lab is going to move some of their programs to the Colonial Quarter. They have about 150 school groups that visit them every year and they see this as an expansion since CQ has over 1,000.

- UFHSA Audit – Ed Poppell informed the board that James Moore would be doing the financial audit and UFHSA has a multi-year contract with them.
- Construction Update – Linda Dixon updated the board on construction projects. The Government House exterior renovations and lighting are complete. The interior upstairs is nearing completion. The renovations are covered by four grants awarded to UF. One grant is for the architectural components, one is for exterior repairs and another of the grants cover the infrastructure projects. We are upgrading plumbing, electrical, HVAC and exterior lighting. The grants expire September 1st so we are trying to wrap things up. At the next meeting the board will get a tour of the upstairs renovations that will include a chair lift. With wooden buildings we have a regular termite inspection and treatment/preventative treatment plans. The Coquina warehouse is getting an upgraded HVAC and also fire and burglar alarms. We have done some smaller maintenance and repair projects for the Historical Society. Board member Ponce asked about adding a plaque upstairs that commemorates when the King and Queen of Spain visited.
- Documentary Update – Allen Lastinger, Chair. The Chair informed the board that the film has received positive comments from WNET (PBS). They have come back to us with suggestions to improve the film.
- Historical Society Update – Susan Parker, Director. Ms. Parker informed the board that she would be retiring soon. She said it was wonderful to have this great relationship with UFHSA. She informed the board that the historical society would be putting a historical marker on Anastasia Island so people will know that St. Augustine settlement started in Anastasia Island.
- Slip and Fall – Ed Poppell. Mr. Poppell informed the board the lawsuit was still on going. Billy has been deposed. Nothing has really happened.
- Legislative Update – Ed Poppell. Ms. Adams and Mr. Poppell have discussed projects. We have put together 3 things to present. We have a dozen buildings that need new roofs. A couple also need re-stuccoing. By the next session the film will be finished and we will request funding for distributing the film to K-12 curriculum development.

The Chair thanked everyone for coming and asked Lora Smith to poll the board for the next meeting date. The Chair declared the meeting adjourned and then the board resumed for a special session.

SPECIAL SESSION

- Chair Lastinger opened the Special Session of the board. Ed Poppell informed the board that UFHSA needs actively engaged members and board member Rivers has been unable to attend. Board member Upchurch moved, member Ponce seconded to remove Dr. Rivers and the board approved unanimously. The Chair adjourned the Special Session.

Respectfully submitted,

Lora R. Smith
Executive Assistant
UFHSA Board/University Relations
University of Florida

Adopted