

University of Florida Historic St. Augustine, Inc. (UFHSA)
A direct support organization to UF as provided, Chapter 267.1736 Laws of Florida

Meeting of UFHSA Board of Directors
10:00 A.M., September 9, 2011
Sala de Montiano, Government House, St. Augustine, FL

Board Members Present:

Allen Lastinger, Board Chair
Kathy Deagan
Don Slesnick
Tracy Upchurch
Michael Gannon
Suzanne Lewis
Roy Hunt
Rick Gonzalez
Larry Rivers

Board Member Absent:

Daniel Ponce
Jorge Hernandez

Staff Present:

Ed Poppell
Linda Dixon
Billy Triay
Sue Cobb
Cheryl Wise

Mr. Lastinger, appointed Board Chair, called the meeting to order at 10:05 a.m. He invited each board member to introduce themselves to the other board members and visitors present.

Mr. Lastinger asked if there were any revisions to the draft minutes proposed. A motion was made and seconded, and the minutes from the February 11, 2011, meeting, were approved, as written.

The next action item was discussion of the draft bylaws for the DSO that were previously provided to the board members and discussed at the February board meeting. There was discussion to insert "up to 15 directors" in the wording. A motion was made, seconded, and approved to amend the bylaws to reflect this change. It was moved, seconded, and approved to accept the bylaws, as amended. An inquiry was made if "Conflict of Interest" statements would be signed by the directors. Mr. Lastinger responded that each director would sign one.

Per the bylaws, it is required for the board to have staggered terms of service:

- 2-year term, with option of additional 4 years
- 3-year term, with option of additional 4 years
- 4-year term, with option of a 2nd term

As we currently have 11 board members, Mr. Lastinger noted that there would be 3 directors serving a 2-year term, 4 directors serving a 3-year term, and 4 directors serving a 4-year term. He asked that the directors be polled to get their preferences for their terms of service. Sue Cobb will contact the directors to request that information.

The next action item on the agenda was Committee assignments. Mr. Lastinger informed all that there would be five (5) members on each committee and thought it appropriate to make assignments as follows:

- Finance/Audit/Governance Committee – Slesnick (Chair), Hunt, Ponce, Upchurch, with Ed Poppell serving as UF support.
- Education/Interpretation/Facilities – Hunt (Chair), Gannon, Gonzalez, Upchurch, Rivers, and Kathy Deagan, with Linda Dixon serving as UF support.
- Development – Lewis (Chair), Gannon, Hernandez, Deagan, Lastinger with Orrie Covert, serving as UF support.

Mr. Lastinger noted, per the bylaws, the chair of each committee will serve on the Executive Committee, as well as Ed Poppell, from the University of Florida, as support staff.

The next action item was Budget/Business Plan Approval. Budget information for FY 2010-2011, FY 2011-2012 and 2012-2013, as well as information indicating the Government House Facilities Program Needs for 2011-2012, had been provided to the directors' prior to the meeting. A presentation was made by Linda Dixon, from UF's Facilities Planning & Construction division, to review these materials and field any discussion or questions. Linda noted that progress has been made on many fronts since UF took over management of the properties on July 1, 2010. Event management policies at Government House have been modified to include rates closer to market value and consideration of wear-and-tear on the historic buildings. The commercial leases have been renewed with longer terms and market rates that are consistent by space type and location. Currently, there are 7 residential tenants, 15 commercial tenants and 9 parking lots with monthly permits. Over time, these properties need to be considered as to the highest and best use consistent with the board's mission and market conditions. There was also discussion about developing criteria for new commercial tenants and merchandise guidelines consistent with the historical context. Ms. Lewis indicated that she would review National Park Service information forms used to guide tenant and merchandising decisions to see if they may be helpful in regard to the St. Augustine tenants.

There was also discussion about the board's role in commenting on development/redevelopment actions occurring on the borders of the district. There was a general consensus that the DSO, as a property owner, should present the mission of the organization in these venues as appropriate. It was noted that Billy Triay and Linda Dixon get notifications, so they could contact the particular DSO committee chair for committee presence at a particular meeting, if needed.

Ms. Lewis suggested that we have an agenda item at the next meeting to review what community meetings or issues Billy Triay or Linda Dixon have addressed that may impact the DSO mission.

It was moved, seconded, and the budget and business plan were approved, as presented.

Information Items

Construction Update – Linda Dixon informed the board that construction emphasis has been stabilization of the structures, up to this point. Most of the money spent on Government House has been on the exterior. FY 2012 – 13 buildings – work on more prominent building on St. George Street, the Colonial Spanish Quarter buildings, and St. George Street frontage. \$350,000-\$360,000 is projected for minor projects. They are trying to put a lot of funding to Government House this year. Government House grants received from the Department of State includes:

\$200,000	Museum renovations – more flexible space, redesign of lobby space
\$200,000	Exhibit development

First Colony Exhibit Presentation – Doug Jones & Darcie MacMahon (Director of Exhibits) representing the University of Florida Museum of Natural History, gave a presentation of their proposal for the museum at the Government House – First Colony – “Our Spanish Origins”. The target opening date is to be at the 450th St. Augustine celebration in 2015. It would exhibit in St. Augustine for 12-15 months, and then be a traveling exhibit.

Kathy Deagan gave a presentation on Spanish colony excavations in the Caribbean and Florida. These could be pieces of the museum exhibit. The excavations tell the story of Menendez coming to St. Augustine and the full history of St. Augustine, with significant sites at the Fountain of Youth Park & Nombre de Dios mission. There are military and domestic artifacts.

Ms. MacMahon discussed the funding goal:

Budget goal	\$1.2-\$1.5 million
Planning funds	\$200,000 (designer to be hired soon)
Remaining goal	\$1-\$1.3 million
3000’ square feet (\$4-\$500/square foot)	

Linda Dixon indicated there would be two design teams - one for designing the exhibit and one for renovations. Each would have their own scope. They have until June 30, 2012 to complete the project and to spend the funding appropriated for this project. They would, possibly, have charrettes in Gainesville and St. Augustine for brainstorming for the project. The DSO committee chaired by Dr. Hunt would be notified of meetings/charrettes for this purpose. This committee would serve as a conduit to the DSO board.

Mr. Poppell discussed making the Government House a “destination attraction,” telling the story of St. Augustine in a one-stop shop. In the design of the museum space, there is possibility desire for space to accommodate changing exhibits, which could include Florida art.

It was moved and seconded and the DSO board approved the concept of the First Colony exhibit for the Government House museum.

Foundation Development Program – Carter Boydston and Orrie Covert from the University of Florida Foundation

Mr. Boydston discussed feasibility for fund-raising from private foundations and expanding partnerships. He introduced Orrie Covert, who will be the central liaison with the units and colleges on campus.

Mr. Covert provided materials to the board that guided them through an Integrated Development Plan for FY 2011 for fundraising for the St. Augustine project. The key goals are:

- To improve St. Augustine DSO revenue streams through multiple fundraising strategies, attract unrestricted gifts through the major gift initiative.
- To begin building endowment income through planned gifts, bequests, and major gifts.
- To develop St. Augustine DSO special project and programming revenue.
- To strengthen its Board of Directors for purposes of fundraising; i.e., to help directors give, solicit, and attract wealth to St. Augustine DSO.

Mr. Covert stated that the goal is \$5 million. We will need donors from all different levels and need to look outside St. Augustine. Mr. Lastinger asked that the Foundation communicate with each DSO member and the Development Committee to initiate the fundraising and strategize for additional recommendations by the next meeting in May 2012.

450th Celebration Update/City Update/CSQ Update – John Regan, St. Augustine City Manager

Mr. Regan indicated that the city is the central hub for preparing for the celebration in 2015. Their Mission Statement is as follows:

“To share with as many people as possible the importance of the St. Augustine’s place in history; to ensure that the world knows that St. Augustine is the nation’s oldest city and to tell the world what it means that St. Augustine is the oldest city.”

Mr. Regan informed the board that the St. Augustine 450th Commemoration is presently planned as a four-year celebration. This would begin in 2012 with the Bicentennial anniversary of the Spanish Constitution; continuing in 2013 with the 500th anniversary of the land of Juan Ponce de Leon; ending in 2015 with the 50th anniversary of the Civil Rights Act and the 450th anniversary of the founding of St. Augustine by Don Pedro Menendez de Aviles in 1565 as the oldest, continuously occupied European settlement in the continental United States. He indicated that the City is tuned in with Spain through consulates and military attaches.

The City of St. Augustine goals include awareness of St. Augustine’s history through educational programs and other means of communications; improve the town both long and short-term; elevate the City as a culturally diverse, interesting and dynamic historic City as a lasting legacy; leaving bureaucracy at the door in order to engage the community and other partners.

Mr. Regan indicated a \$22 million project currently underway to rebuild the Bayfront and preserve the historic seawall from the fort to the National Guard Armory. They are waiting on final outcome of the grant to proceed with this beautification project. They are also working on renovating the Visitor Information Center, and improving the brick streets.

The Colonial Spanish Quarter (CSQ), which the City of St. Augustine manages, needs infrastructure improvement. Mr. Regan stated the City is devoted to the CSQ, the authenticity and accuracy of the story it tells. There are marketing problems and high labor costs, which the City is addressing.

St. Augustine Brand & Story – “Briefing” – Ed Poppell, Business Affairs at the University of Florida

Mr. Poppell informed the Board that UF team members meet monthly with City of St. Augustine officials and continue working with them and the County on the “story” of St. Augustine. It is still a work in progress, at this time.

Exposure for City – Randy Wright, University of Florida College of Journalism & Communications

Mr. Wright discussed ideas for the City of St. Augustine’s exposure expansion. Communications/Marketing Opportunities Update:

- UF sponsored promotion on St. Augustine
 - FL 89.1 WUFT
 - Country 103.7 The Gator
 - WRUF – Sportsradio 850
 - Has coverage area coast to coast, also crossing Florida/George lines
- What UF has done:
 - Videotaped/archived hours of historic site content, including interviews with experts
 - St. Augustine information radio investigation
 - St. Augustine LIVE Weather station/camera for WUFT and WRUF TV 6 in Gainesville-Ocala installation coming soon
- St. Augustine Information Radio – Projected one-time expense to St. Augustine \$30,000.
 - Full partnership between St. Augustine and UF’s Division of Multimedia Properties
 - Proven technology to reach hundreds of thousands of visitors annually
 - St. Augustine fund initial purchase. UF provides ongoing technical and programming support
 - Tourism, community and emergency applications
 - Ongoing expense funded by College of Journalism
 - Community liaison required to provide local content to UF
- UF Partnership – UF College of Journalism will provide:
 - Other options include historic landmark videos, interactive projects and initiatives that support tourism and community enrichment.

Mr. Wright may be contacted at the University of Florida – 352-392-5551 X 1114 or rwright@jou.ufl.edu .

Connection to Museum Studies at UF – Dixie Neilson – University of Florida, School of Art & Art History

Ms. Neilson indicated the Museum at the Government House could be accredited by the American Association of Museums. She posed the inquiry of how to get other exhibits to come here while the “First Colony” exhibit was traveling. The museum is a great place for using students as resources, to use the area as a training ground for what they are studying, and a great place for hands-on experience. She suggested moving toward officially conducting classes on site, having students studying the nuts and bolts of making this museum work. There is a group of students preparing a “risk management plan” for the Government House. Students can assist with research design, putting up exhibits, and thesis projects. She stressed that the Government House was an excellent resource and tool for students at the University of Florida.

Mr. Lastinger indicated that the annual meeting for the board would be held in May. A poll of the directors will be conducted to see what the best date would be to meet in May.

Meeting adjourned @ 3:15 p.m. with departure reception following.

Respectfully submitted,



Kara Sue Cobb
Senior Administrative Assistant
University of Florida Development Corporation
University of Florida