

UFHSA: Education, Interpretation and Facilities Committee

Meeting Report: February 25, 2015, 10:00 AM (approved 04-07-15)

The meeting was held Government House, 48 King Street, St. Augustine, Florida.

Members Attending

Roy Hunt (comm. chairman)
Michael Gannon
Kathy Deagan
Herschel Shepard
Dr. William L. "Bill" Proctor
Rick Gonzales

Members Not Attending

Tracy Upchurch
Larry Rivers
Arva Moore Parks

Others Attending

Ed Poppell, UF	Linda Dixon, UF/PDC	Allen Lastinger, UFHSA chairman
Jan Matthews, UF/DCP	Billy Triay, UF/PDC	Dan Fesenmaier, UF/HHP
Michael Reid, UF/HHP	Cindy Stavely, PCC	Mike Croce, PCC
Pat Croce, PCC		

I. Welcome and Introductions

Roy Hunt called the meeting to order at 10:00 and welcomed attendees.

II. Overview, Background and Meeting

Roy Hunt provided a summary of the January committee meeting. He also discussed background and overview of the Colonial Quarter operation in partnership with Pat Croce & Company. Ed Poppell reported that he had been in contact with the Engineering faculty regarding their proposal and the committee comments. The researchers will modify the proposal as requested. Roy Hunt indicated that a second vote on that proposal is not needed since the conditions of the previous approval are being met.

III. Minutes

Herschel Shepard moved and Michael Gannon seconded, to approve the committee meeting minutes for January 20, 2015. Motion passed unanimously.

IV. Colonial Quarter Overview

Ed Poppell introduced Pat Croce. He explained the selection process that led to a long-term contract for the venue operations and significant private investment. He also explained that he had discussed the committee's recommendations with both Pat Croce and Michael Reid, who were both excited by the opportunity for more in-depth exploration. Roy Hunt noted there will be a follow-up conference call for the committee to approve a final revised proposal from the College of Health and Human Performance based on today's proceedings.

Pat Croce introduced members of his team in attendance and provided a history of the investment, operations and ongoing adjustments being made at the Colonial quarter since he first proposed his concept 2.5 years ago. He discussed the four centers within the enterprise being living history ("Historic Adventure

Tour”), food and beverage, retail, and events. He noted annual visitation of 78,000 including school groups with a goal to reach 100,000. The group compared this to the 25-30,000 annual visitors during the years of city operation. There was further discussion of branding, joint ticketing, and presence on A1A. Pat noted UF’s maintenance of the buildings has been good.

V. HHP Proposal and Visioning

Ed Poppell noted that UF had initially committed to the City to keep the Colonial Quarter with a living history experience. He said that the current product is not much different than what it has been for years. Discussion highlights included the following:

- Historic walls surrounding the venue that make it difficult for people to see what is there.
- Restrictions on A1A frontage
- Music as an attractant
- Shopping as an attractant
- Interpretive signage is in place
- Craft merchandising, artisans and retailers/interpreters
- Central management, period clothing and merchandise
- School groups account for about 20,000 of the 85,000 visitors
- School/tour group marketing and partnerships with school districts
- Lack of authenticity on St. George Street
- Incorporation of Cuna Street properties
- Potential Spanish Street access at Ribera House
- Event venue is primarily outside with limited covered seating
- Potential for construction of additional building(s) on the state property
- City investments on Cuna, Treasury and Spanish streets are very good and make the downtown more “porous”
- What is hot in the entertainment world? What are millennials interested in seeing?
- Trip Advisor 5 star rating
- Branding/logo

Michael Reid and Dan Fesenmaier discussed the CHHP approach to the project and experience in similar economic feasibility analysis including “experience mapping,” “smart attractions,” crowd sourcing and social data mining. The project will be led by the faculty principal investigator with PhD candidates and post-docs with cost-sharing of institutional resources. There was further discussion of deliverables, phasing, timeline and budget. Allen Lastinger asked for a progress report at the UFHSA Board meeting May 29, 2015. The proposal will be modified based on these discussions and brought back for a conference call committee meeting to approve.

VI. Adjourn

The meeting was adjourned at 1:20.

Respectfully submitted,

Linda B. Dixon, AICP