

**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**  
**November 4, 2022**  
**Time Convened: 10:00 a.m.**  
**Time Adjourned: 2:02 p.m.**  
**Governor's House, 48 King Street, St. Augustine, FL**

**Board Members Present via in-person and virtual meeting:**

Kathleen Deagan, Herschel Shepard, Allen Lastinger, Michael Francis, Roy Hunt, Charles Ellis, Bill Robinson, Don Slesnick, Doug Wiles, John Fraser, Joe Joyner, Rick Gonzalez, Buff Gordon

**Board Members Absent:** Tom Willis

**Staff/Others Present:** Ed Poppell, Linda Dixon, Billy Triay, Jessica Long, Michael Croce, Cindy Stavely, Laura Marion, Cleary Larkin, John Regan, Magen Wilson, Casey Wooster, Tim Wilson, Andrei Kirilenko, Svetlana Stepchenkova.

**Welcome**

Chair Lastinger called the UFHSA meeting to order at 10:00 a.m.

The Board considered the following Action Item:

**Action Items:**

**1. Minutes**

The Chair called for a motion to approve the minutes from the May 13, 2022 and the September 19, 2022, meetings which was made by Board Member Doug Wiles and was seconded by Board Member Bill Robinson The board approved the minutes unanimously.

**2. Financial Reports**

**Colonial Quarter Financials and Update**

Cindy Stavely gave an update on the Colonial Quarter. She provided a review of budget reports for the fiscal year ending June 2022 and the first quarter of fiscal year 2023. Cindy indicated that 2022 was a tough year cost wise, but highlighted that income was up thanks to the tourism bounce back from the pandemic. Post pandemic operational costs were up including labor, insurance, supplies, etc. She highlighted that the Quarter relies on four main revenue centers, employs up to 100 people during the season, has \$4M in capital expenditures, and sent \$1.775M to UF over ten years. Updates were also provided on programs that the museum provides and indicated that they are prepared for the holiday season that starts in two weeks. They continue to work to improve programs and museum/colonial experiences and have rebranded with help of UF. They have made all programs more accessible.

They intend to bring the Gallegos House back into use as an interpretation of colonial family life. They also plan to hire a summer intern and be more involved in the 2023 History Festival including a free admission day with demonstrations and food specials. She gave an overview on food and beverage and indicated that both restaurants are open 7-days week for the first time since the pandemic. As discussed at the last board meeting, Colonial Quarter is requesting approval of a five-year extension of their license agreement. The Chair called for a motion to approve the five-year license extension which was made by Board Member Herschel Shepard and was seconded by Board Member Kathleen Deagan. The board approved the motion to extend unanimously.

### **Financial Report for 2021-2022**

Linda Dixon discussed the budget review for end of year FY22. The FY23 budget was approved during the May meeting, and there are no amendments to it. UFHSA funds are allocated through three pots of money including two from state funds and another for DSO funds that are funded through revenue from rentals and special events. The DSO revenue exceeded expectations, and there are FEMA hurricane reimbursements still coming in, including \$200,000 for Hurricane Michael that is currently being confirmed. Expenditures are on target with the budget. Preparing the gallery for the Vickers's exhibit was the largest capital expenditure. Overall things are looking positive, the economy in St Augustine is strong, leases are full – a facility never sits idle even when tenants turn over. Two tenant leases are about to transfer, but they are going to be filled as soon as the other tenet leaves. In FY22, UFHSA reinstated the annual increases allowed in the existing leases that was paused during the pandemic.

The first quarter of the current fiscal year remains on target with event income picking back up post-COVID. Revenues are exceeding FY19 pre-pandemic levels and documentary film revenues are contributing to the overall increase. Expenses that will be incurred include the Vickers exhibits, history festival and building maintenance. Ed Poppell advised the state maintenance funding will continue to come from the University. The board members accepted the financial reports by acclamation.

### **3. History Festival Budget**

The adopted budget includes \$75,000 for the History Festival in May 2023.

### **Discussion Items:**

#### **Presentation by College of Health and Human Performance Professor, Dr. Andrei Kirilenko**

Dr. Kirilenko is involved in the study of tourism, specifically in the state of Florida. He is a faculty member with the Department of Tourism and Hospitality at UF. He and his research team conducted a study on 100,000 social media impressions of St. Augustine by tourists and a survey of 250 visitors. The study was based on social media segmentation and categorized by how the reviewers describe themselves and what they were doing when they visited St. Augustine. They were further categorized by their interests and the majority describe themselves as foodies, beach goer, nature lover, etc. The team then cross-referenced what attractions each tourist visited and how they described themselves. Three main clusters emerged: family/beach/nature; like a local; and 60+ luxury traveler. Board members noted that none of the UFHSA or SAHS venues made the most-mentioned attractions list. St Augustine scored less on safety and infrastructure, environment and diversity, but scored high on

economic benefit, and residents of Florida are generally positive about St. Augustine.

### **PISA Update**

Cleary Larkin, Acting Director of the UF Historic Preservation Program and Preservation Institute: St. Augustine (PISA) provided an update. Her summary included information regarding student projects in building conservation. There is a Historic Preservation Program and lab in Governor's House funded by UFHSA with some contribution from the City of St. Augustine. Students are working on the Joaneda House and the DeMesa Sanchez House which has been experiencing water problems. The gardens are holding water next to coquina structure and they recommend using native plants to better absorb water and eliminate the issues. The HSR will also recommend addressing loading issues in the DeMesa balcony and stair areas. Currently PISA has completed 6 projects for UFHSA and most recently completed Hurricane Irma resource mitigation project. This project included a survey and inventory of impacts from Hurricane Irma funded by the National Park Service through the City. One of the most current and urgent needs of PISA is funding to hire a full-time conservator. Model programs include Columbia University, University of Pennsylvania – and in the south, Clemson University at Charleston and Tulane. UFHSA funds goes to funding doctoral students (2) to do HSR and documentation of state-owned historic buildings. PISA is open to other partnerships for funding for the conservator position – city/county, Flagler, etc. Roy Hunt noted that Cleary produced an excellent program and anniversary celebration at Preservation Institute Nantucket (PIN), and that her work on sea level rise and HABS documentation is very important to the PISA program. Kathy Deagan asked if the conservation lab will be available to analyze archaeological materials such as fabric, art, metal and paper. Cleary responded that this kind of collaboration will be explored.

### **Construction Update**

Linda Dixon provided a construction update and shared that the permanent generator that was required for the Vickers gallery is now on its way to be installed. A temporary generator was used because the permanent one was unavailable due to supply chain issues. UFHSA properties did sustain minor damage from Hurricane Ian, including flooding in two buildings, but overall, they sustained minimal damage. There has been ongoing flooding from ground water seepage at Governors House which is being pumped out. Significant projects at the Historic Society properties include the Dunham House (office/museum) flooring replacement and asbestos abatement in addition to the remodeling of public restrooms. Significant state-building projects have included replastering the exterior of the Spanish Military Hospital and Dodge House, installing a back-up generator and refreshing the Governor's House Museum gallery for the Vickers exhibit. Anticipated projects include a refresh of the Ribera Park, fixture upgrades at the public restrooms, and rehabilitation and repurposing of the Coquina Warehouse.

### **History Festival**

Roger Smith provided an update on the history festival and indicated that planning began for the 2023 event in May 2022 as soon as the last festival ended. Everyone wants to participate again, and enthusiasm is high. Those who participated have ideas for improvement and are looking forward to making 2023 a very successful year. The 2023 festival will be held Mother's Day Weekend (May 11-14) with events beginning Wednesday night through Sunday. Colonial Quarter and the St. Augustine Lighthouse want to do more this year than they did last year. Children's and family activities to be hosted this year. The Lightner Museum and Vila Zorayda Museum also want to be involved. Ed reported that Susan Parker suggested next year's them to be developed around the 200<sup>th</sup> Anniversary of the Florida Legislature meeting in St. Augustine in 1823. Board members

agreed this was an excellent theme for the festival. The Vickers exhibit is expected to be refreshed as Governor's House while the small gallery is being planned to host a map exhibit of East and West Florida circa 1823.

### **Student Housing Project/Legislative Project Update**

Ed Poppell reported on the Student Housing Project. Representatives Renner and Stevens are supportive of the renovation and repurposing of the Coquina Warehouse to a dormitory at the cost of half a million dollars to house students and faculty overnight and accommodate 8-10 people. The goal is to enhance student and faculty participation. Ed indicated that the required forms to get it in the legislative process are being taken care of by UF lobbyists and they are prepared for legislative session to advocate on behalf of this funding request. Ed noted that this legislative appropriation does not take the place of fundraising initiatives for the same project.

### **Documentary Film Update**

Ed Poppell reported that the Documentary Film continue to receive revenues including a \$40,000 check - the largest so far. The film is still being viewed and still making money as more countries are being added to the translation. Ed requested that the licensing rights for 6 minutes of documentary film were requested to be granted for 2 segments that would be included in history learning curriculum nationwide. They need licensing in perpetuity for the 6 minutes so that the film clip can be shown nationwide by teachers. A motion was made and seconded to approve the requested licensing permission.

### **Report on the Library**

Laura Marion and Casey Wooster gave an update on the library noting that the UF Digital Collections-St. Augustine site has generated 52,889 views between December 2007 and today. Current projects include photographing slide photos to digitize the slide collection. They have photographed 4,000 of the 28,000 in the collection so far. Deaccessions are still underway with 32 artifacts have been transferred since May 2022. A total of 119 items have been transferred to date. The process was affected by the pandemic, but will transfer 163 more items to Flagler college over the coming year. It is slow but steady progress. They renewed loan agreements with Colonial Quarter and Spanish Military Hospital Museum, and are proceeding with the Historic Preservation program partnership expansion. Their recent activities include publishing a LibGuide of Colonial Quarter in partnership with UF Libraries, hosting an exhibit titled "Presence/Erasure: Black History in St. Augustine" at Smathers Library in Gainesville, publishing "Resilience: A Community's Efforts to Center Black Heritage in St. Augustine, FL", hosting "Crossing in St. Augustine" film screening at the Lincolnville Museum which saw 70 registrants and 27 attendees and generated a lot of good conversations, and finally hosting an exhibit closing webinar for "Presence/Erasure" which saw 100 registrants and 68 attendees. Upcoming events include a holiday food drive, publishing "Zora Neale Hurston's St. Augustine online in Jan. 2023, presenting "The Resilience Project" to the Florida Associations of Museums, and Resilience Family Fest on Feb. 18, 2023 at the Solomon Calhoun Community Center.

### **Report from the City**

St. Augustine City Manager, John Regan provided a report on city activities. Preservation construction funds include grants totaling \$3M in construction preservation projects to support predominantly African American institutions in Lincolnville. The downtown area preservation project is moving forward. This local program is coupling with future technical outreach support

from PISA, and the Community Redevelopment manager is doing good work. City has won \$26.5M on 7 grants to support resiliency projects and each project ranges in technical complexity. All of these projects are incredible academic projects, and the student opportunities are endless. The city was hit hard by hurricane Ian and there was extensive flooding in many neighborhoods. The city is helping 82 homeowners apply for flood mitigation federal grants to elevate structures to prevent future floods. The Army Core of Engineers will move project forward and the city is providing 50% of that funding. The city has taken over ownership of King Street and has an \$18M budget from FDOT. Recently the city has created a mobility focused zoning category in urban dense development including a commuter rail train station and a second municipal parking garage to help the business district thrive. The Yacht Club is finishing zoning entitlement to become a state-of-the-art sailing training center and youth sailing program. The city is also developing roundabouts which include no electronics – it is easier reestablish a roundabout with no traffic signals during weather. The city supports the conservator position for PISA and says they have a vision to create a conservation partnership with UF and St. Augustine that is like IFAS Extension. The city’s biggest initiative right now is to reduce unsheltered homeless downtown, the city manager will present to City Commission December 14 on how to address this matter and will seek authorization to proceed.

### **St. Augustine Historical Society**

Magen Wilson provided a St. Augustine Historical Society update. They just wrapped up an update to the Llabias House Historic Structure Report. They had quite a bit of damage from Ian, similar to Hurricane Irma with their three of their historic structures flooded. They were able to address the issues very quickly with help from Billy Triay. They are working with Cleary and PISA on mitigation plan strategies. Repeated hurricane damage could cause structural issues and they will be watching that closely. The society is still proceeding with programs and publications, and held a black soldiers in civil war program with Dr. Tom Graham in February. In 2025, the Webb Museum will be 100 years old as it was the first structure in the state of Florida used as a museum. They are planning a celebration for that anniversary. A lecture from Dr. Michael Francis is planned in January.

### **Development Update**

Don Slesnick provided a development update and introduced Jessica Long from the UF Foundation. Jessican is based at Whitney Labs and has also taken on the role of development officer for UFHSA. Don stated that the Development Committee met in September. He noted that nonprofits often have needs that go unmet and different projects that they need to raise funds to support. He would like explore setting goals for Board contributions where every board member pledges to give to UFHSA. A survey will be sent out to ask opinion for proceeding with setting overall board fundraising support goal. The development committee will make a proposal at the May 2023 board meeting based on survey results. Ideas for fundraising projects – PISA lab operations and conservator position – could put together a fundraising campaign around the support for those items. There are also naming opportunities on the postal boxes in Governor’s House (similar to bricks in sidewalks) which could offer another opportunity to fundraise. Linda Dixon confirmed this is not an original post office box unit, but a replica that as designed with the idea of potentially being a “donor wall.” Facility naming is another fundraising opportunity such as naming the PISA lab rooms. There are fundraising programs for faculty including “Rising Star” and some of these are currently being matched by the university Provost when fundraising goals are met.

Jessica Long provide a development update on behalf the UF Foundation. The Foundation recently

completed their 8-year, \$3.5B campaign. They exceeded their goal by \$1B. As Don mentioned, the development committee is currently in the assessment phase and based on information the UFHSA Board members giving as follows: 30% to UFHSA, 40% to DCP (PISA), 35% to Libraries. They will conduct an anonymous survey of the board to gauge the board's desired involvement in fundraising.

One way the board can help the Foundation is by helping make connections to donor prospects. The Development Committee will use survey results to develop a new fundraising plan with financial goals. Possible projects that fundraising can support include Coquina Warehouse (dorms), History Festival (sponsorship), and PISA (operations and conservator position). It is important to note that events are great for building awareness, but do not make a lot of money.

Gator Giving Day is coming up in February 2023 wherein Whitney Lab and Historic St. Augustine have an opportunity to have a presence on the main Giving Day webpage. The giving day has a big social media push that helps support this effort. Giving Day has such a wide promotion and typically generates smaller gifts (\$10-\$25) made online, but a large number of them that can add up substantially. Last giving day Jessica reports that she raised about \$14k just reaching out via social media. Drafts are due on November 15<sup>th</sup> for Giving Day priorities. She also noted that UFHSA lacks a strong social media presence on Facebook, Twitter and Instagram.

### **IFAS Programming Collaboration**

Tim Wilson with UF IFAS Extension introduced himself and provided an overview of the land grant mission and extension overview including how it can intersect with the work of UFHSA in St. Johns County, and St. Augustine, FL. The community historically has a strong agriculture presence and industry within the county, and the collaboration could include providing programming – e.g., cattle, swine, citrus history in the county, Florida friendly landscaping, master gardener, etc. A public education event is currently planned featuring a Florida Cracker Cow at the Ribera Park.

### **Lost Voices Presentation**

The board was given a presentation by Michael Francis on the Lost Voices from Americas. This research is from the oldest parish archive in the U.S. and its records date back to 1594. The archive includes 8,258 pages contained in 14 boxes/16 books. Records contain history of baptisms, births, deaths, marriages, confirmations. The historians recognized a need to change from access to accessibility and received a grant from the National Archives for 3-year project to transcribe and translate the records. The second phase of the project includes free public access via the internet to view all pages and the transcription/translation. Individual profiles were built based on the records and are available to be searched. The website also includes data visualization tools to create graphs and charts based on the data. Historic fonts were developed based on the written records and are available for download.

### **Next Meeting Date**

Chair Lastinger indicated that the next meeting will be in May in conjunction with the History Festival, so it should be that Friday, May 12, 2023.

### **Adjourn Board Meeting**

There being no further discussion, Chair Lastinger adjourned at the meeting at 2:01 p.m.