

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

**UFHSA Board of Directors Meeting
April 4, 2025**

Time Convened: 10:01 a.m.

Time Adjourned: 1:17 p.m.

**The Governor's House Cultural Center and Museum
48 King Street, St. Augustine, FL 32084**

Board Members Present via in-person and virtual meeting: Jane Adams, Herschel Shepard, Doug Wiles (Vice-Chair), John Regan, John Fraser, Jim Cusick, Bill Robinson, Tracy Upchurch (Chair) Susan Parker, Ken Smith (Via Zoom), Jeff Atwater, Francis J. Michael, Doug Jones, Fr. Thomas Willis

Board Members Absent: Charles Ellis

Staff/Others Present: Billy Triay, Linda Dixon, Michael Croce, Norman Patillo, Ada Schmidt

Welcome

Chair Upchurch called the UFHSA meeting to order at 10:01 a.m.

Action Items:

1. Agenda and Minutes

- a. **Approval of Agenda** – *Herschel Shepard made a motion to approve the April 4, 2025 agenda; John Fraser seconded; Motion passed unanimously.*
- b. **Approval of Minutes** – *John Regan made a motion to approve the minutes from December 6, 2024; John Fraser seconded; Motion passed unanimously.*

2. Financial Reports

- a. **Colonial Quarter and Update – Mike Croce and Cindy Stalvey**
Mike Croce gave a report on the Colonial Quarter highlighting Q4 and YTD revenue overview. Mike stated that December was a busy month and is in the black for the end of the year. Q4 is up 4% and annual is up 1%. Some of the updates he shared include the purchase of software in 2025, new insurance and EAP spending, new roof, new ticket booth and new fence. Tour groups for the museum have dropped but they are adding a new online tour. They are continuing with their annual kids camp next year. The December Holiday Market was profitable. Food sales were good. It is expected that tourism in general may go down and Cindy is attending meetings to further explore and discuss.
- b. **Accept FY 25 Budget Report – Linda Dixon**

Linda presented the budget status report as of the end of February 2025. She reminded the board of the 3 funding accounts for state and non-state DSO funds.

DSO Revenues: Commercial & residential along with event rentals are slightly up from last year. She stated that the documentary film has had revenue for the last two years and no profit-sharing

was made thusfar in 2025. She anticipates the film will move to streaming only. The Colonial Quarter had a strong revenue stream.

Expenses: Capital projects are in progress. Termite fumigation and tree work continues.

Administration: Generally the budget is tracking as expected. Linda noted that a planned new staff position remains unfilled.

Research & Interpretation The PISA work has not yet been invoiced along with a few other expenses that are still expected.

Available balance is good.

Discussion ensued on ways to encourage more event rentals.

John Fraser made a motion to accept the FY25 budget report; the motion was seconded by Herschel Shepard and passed unanimously.

3. Approve Audit Financial Statement – Linda Dixon

Linda shared the Financial Statement Audit and Response. She is working with the CFO office to strengthen the internal control as recommended.

Bill Robinson made a motion to approve the audit financial statement; the motion was seconded by Herschel Shepard and passed unanimously.

4. Approve FY 26 Proposed Budget – Linda Dixon

Linda presented the FY26 Proposed Budget for adoption. She reported strong revenue with property leases and expects that trend to continue. State funds remain the same. DSO project funds are scheduled to install furnishing/partition upgrades in Governor's House and implement resilient landscape projects per the work with PISA and CLCP. Overall, the revenue was conservatively projected to remain the same as FY25 while expenses recognize the increasing cost of utilities, goods, and labor. She noted that the state funds do not go as far as in the past so that the DSO funds must pick up more of the ongoing repair and maintenance activities.

John Regan made a motion to accept the FY26 budget report; the motion was seconded by Doug Wiles and passed unanimously.

COMMITTEE REPORTS

1. Membership Updates and Committee Assignments – Tracy Upchurch

Tracy noted the new members joining the meeting today, Jeff Atwater, Doug Jones and Susan Parker. He announced the committee chairs: Jim Cusick – Education/Interpretation; Bill Robinson - Finance/Audit/Governance, and Doug Wiles – Development. He asked members to let him know which committee they want to serve on so he will announce the members at a later time.

2. Education/Interpretation/Facilities/Historic Preservation Committee – Roy Hunt and Susan Parker

Roy Hunt and Susan Parker updated the board that the UF's spring semester has been very busy. The Governor's House NHL nomination is moving forward. The packet has been provided and is

being processed by the National Park Service in Atlanta, no other update on the packet at this time. Susan shared that the Governor house book manuscript should be ready by the end of 2025.

3. Development Committee – Doug Wiles

The committee is looking for opportunities for help with projects for Gator Giving Day 2025. Norman Portillo shared the Coquina Warehouse renovation is looking for opportunities to raise funds and he is meeting with individual board members for ideas. He has already met with the Mayor of St. Augustine.

Linda Dixon shared that a narrative exists with plans for Coquina Warehouse – Design development is done, and the updated cost estimate is \$650,000.

Discussion Items:

1. City of St. Augustine Report – David Birchim

Mr. Birchim shared that as of the start of the new budget cycle, the city has a 95M budget. Updates for the city include the environmental initiative (fully funded 7M project). This is a federal project to provide protection from hurricanes and rising sea water. Mr. Birchim shared the legislative bill update on the demolishing of historic buildings. The city has also funded a sewage upgrade project. The Nights of Lights will be held from November 15, 2026 to January 11, 2027.

2. History Festival Update – Roger Smith

This year the festival is taking place May 7-11. Special events are free and new this year is the Whitney Lab and Marineland participation. The festival includes 18 special events, 21 historic sites, 8 historic churches, 6 historic gardens and 6 historic cemeteries. UF / IFAS is not able to bring livestock this year but they will return next year.

3. VCB Report – Susan Phillips

Susan reported that Nights of Lights is increasing to 6 weeks this year. Tours have decreased some due to 2024 being an election year, but they have increased after the election. County tourism growth is negative 1%. January 2025 was a good month, February was down a bit and April remained flat. They are reallocating funds for advancement in Canada and Mexico due to increase in tariffs. Tourism equals 33,000 jobs in the county.

4. Governor’s House Library Update - Laura Marion and Casey Wooster

Digitization projects and deaccession transfer work is ongoing. UF Digital Collection views to date are 51,254. Artifact transfers to date are 340. From December 2024 – April 2025, 3 classes were taught, 1 intern and 2 researchers were hired and participated in Flagler college learning program. The library continues to collaborate with St. Augustine Archival Society. Upcoming events include Waterworks, April 9 begins national library week. The next new exhibit begins in September 2025.

5. St. Augustine Historical Society – Magen Wilson

Magen Wilson provided updates on SAHS. The resource library will reopen in early May. There will be a preview, and the board will be invited. She also shared that the flooring on the first floor is still in progress due to delays on materials. Bob Nawrocki retired, the new Chief Librarian is Nicole Diehm. Dr. Graham’s new book “Confederate Soldiers coming from St. Augustine” is due out in the upcoming months. The Spring Speaker series includes two talks.

6. PISA Update – Clearly Larkin

Cleary provided a brief update on PISA – student learning and research on Cerveau & Haas houses, Historic Structure Reports, are 90% done. A consultant has been hired to teach documentation class. There is still water and moisture both inside and outside of the DeMesa Sanchez house. Research and monitoring will be conducted in coordination with FDHR. Landscaping is being removed to help with moisture. Laboratory work in Governor’s House will continue into Fall 2025. Cleary volunteered to assist with writing the proposal for the Coquina Warehouse, as this project will assist with student accommodations.

7. Center for Landscape Conservation – Mike Volk & Isabella Guttuso

An update for the DeMesa Sanchez house landscaping project was provided. Regional conservation planning includes:

- a. Conservation planning
- b. Land protection
- c. Green infrastructure design
- d. Education Outreach and Engagement

The center is working with City of St. Augustine, & UFHSA to determine storm risks and abatement measures. There are four phases in the project and phase one is completed as of Spring 2024. The concept plan is complete, and Phase two consists of Storm Water Analysis and Calculations.

This project is being presented at the Florida Chapter of the American Landscape Society conference on July 15, 2025.

8. Construction Update – Billy Triay

Billy updated the board on the current projects. Those include paint, plumbing, HVAC and electrical. Quotes have been received for gravel paving, partitions, and public restroom upgrades. He hopes these projects will be completed before the fall meeting.

9. UFHSA Admin Report – Linda Dixon

- a) **Vice President Mark Kaplan** – The VP resigning in May and is the current UF liaison for UFHSA. The board will be kept apprised of changes.
- b) **Coquina Warehouse** – Linda shared images of the project and the funding request. She will email the images and funding. The current cost estimate is \$650,000.
- c) **Vickers Exhibit** – The theme of the new art exhibit is water featuring Florida landscapes to be installed in late summer. A public event may be coordinated with the Harn Museum.
- d) **Slip & Fall Claim** – General Counsel is working on a claim that occurred in or near the Colonial Quarter, but there is not much information at this time. Linda will update the board as more information is available.
- e) **New Banking, JPM** – The new bank is coming online. This change will provide opportunities for tenants to make online payments. Matt Ellis is the ERP Workday banking partner.
- f) **Strategic Planning for UFHSA** – Fall 2019 was the last time the UFHSA board revisited its strategic planning. That work was assisted by UF’s HR department. Linda and Tracy have been discussing new strategic planning work in 2026.

10. Other Business/Director Comments

Possible dates for fall meetings – email to be sent to board with suggested dates.

Meeting Adjourned at 1:17 pm



MINUTES APPROVED SEPT. 12, 2025