

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, 2016

Time Convened: 10:02 a.m.

Time Adjourned: 2:40 p.m.

Governor's House, 48 King Street, St. Augustine, FL

Board Members Present: Chair Allen Lastinger, Kathy Deagan, Michael Francis, Michael Gannon, Roy Hunt, Arva Parks, Bill Proctor, William Robinson, Herschel Shepard, Don Slesnick

Board Members Absent: Craig Dezern, Rick Gonzalez and Tracy Upchurch

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

Action Items

Chair Lastinger wanted to first acknowledge how well the City of St. Augustine handled Hurricane Matthew and praised the people of the city on a job well done.

The minutes from the November board meeting were approved unanimously. The motion was made by Don Slesnick and seconded by Michael Francis.

Board Members Kathleen Deagan and Herschel Shepard were up for reappointment. The motion to reappoint was made by Roy Hunt and seconded by Arva Parks and approved unanimously.

At this time Chair Lastinger informed the board that board member Danny Ponce would be stepping down due to his location. The Chair has asked Doug Wiles to join the boards. The motion to add Doug Wiles was made by Roy Hunt and seconded by Don Slesnick and approved unanimously. The recommendation of the board will now be sent to President Fuchs for final approval.

At this time Ed Poppell addressed the board. Mr. Poppell informed the board of the great work on site property manager Billy Triay did during Hurricane Matthew. The board thanked Billy for his work and dedication to not only Government House, but to all UFHSA properties during the hurricane. Mr. Poppell gave a brief update on the Colonial Quarter financials. The Colonial Quarter continues to grow in visitation and money. The money made is being reinvested back in to the Colonial Quarter. The Commission that UFHSA receives is up by 50%.

Financial Report

Linda Dixon briefed the board on UFHSA financials. The property leases were up due to the rate increase last year and little vacancies. The available cash balances at the end of the year is where UFHSA will use money to fix the damages received from the hurricane.

Chair Lastinger discussed the documentary film expense. He reminded the board that they approved \$100,000 to use for the film and that money has yet to be used. He wanted to make sure the board was still okay with the use of those funds going toward the film when it was needed. The motion for documentary film fund usage was made by Kathy Deagan, seconded by Bill Robinson. The motion passes unanimously.

New County Extension Agent – Terra Freeman

At this time Chair Lastinger introduced Terra Freeman with UF/IFAS Extension and asked her to say a few words. Terra stated that they are excited about the new landscaping projects. The new partnership with IFAS is helping with friendly landscaping around Government House. Chair Lastinger thanked Terra and IFAS.

Amended Budget Proposal

Linda Dixon proposed the amended budget to the board. There are 3 roofs under construction, Government House landscaping project, Ribera House project and the woodwork restoration upstairs in Government House. She mentioned that the board might want to add some additional lighting for the back side of Government House. The lights would be an additional \$33,000. As for the Collections that are housed in Government House they are working with the UF Libraries to come up with a deal. UFHSA may need to spend about \$14,500. The work on the state buildings is around \$350,000 and we currently have \$200,000. The Historic Society project would take about \$100,000. The total amount for the hurricane damage is \$450,000. The motion to amend the budget was made by Don Slesnick, seconded by Bill Robinson and passed unanimously.

Education/Interpretation/Facilities

Chair Lastinger called on board member Roy Hunt. Roy stated that over the past 6 months UFHSA has not been very active. He was only called onto review a few grant proposals. Roy would like to propose to the Dean of DCP that UFHSA provide funding to help develop a program that would be beneficial to St. Augustine and the DSO. Funding is contingent on the Dean recommending a solution to what we are looking for. Jan Matthews is the preferred person for this role. Mr. Poppell advised the board it might not be the best idea to go in with so many demands. Chair Lastinger suggested they mention Jan Matthews as the preferred person, but go with the Dean's choice. The motion was made by Roy Hunt, seconded by Don Slesnick and passed unanimously. Chair Lastinger asked that Roy, Ed and Jane get together to discuss this further.

Presentation: Proctor Oral History Team – Paul Ortiz

An Oral Black History of St. Augustine: This project began back in June or July. It was a bit of a challenge at first, but they believe that UFHSA needs to build a relationship with the citizens of St. Augustine. In May the group will be hosting a reception and extended an invitation to the

board members to come and see the finished products. This would be something that could be displayed in the lobby of Government House and think it would show great respect to the black community of St. Augustine. Chair Lastinger thanked the presenter.

Colonial Quarter

Ed Poppell introduced Jeff Sorg, Michael Croce and Cindy Stavely from the Colonial Quarter to present their strategic road map. Mr. Poppell reminded the board that at the last meeting the College of Health and Human Performance presented what their findings and suggestions for the Colonial Quarter. This will be the formal approval for the projects they have ready to go. Jeff reviewed the project and reminded the board that preservation, education and economic sustainability were the main goals.

- Retail to Restaurant Conversion. Proposing concept that they think a better fit is the St. Augustine Seafood Company. This draws on the fishing history in St. Augustine.
- New Retail. Proposing moving the retail shop and putting that in the Gallegos house. This will create more visitors through the house without renovations.
- New wall fence will be one of the major focuses of the project. The need to replace the wood fence on the fort side with a more appealing structure, possibly stucco and metal. They are getting input to find out what the most appropriate would be for the area. Majority of the visitors come to the Colonial Quarter after visiting the fort. The museums brand needs to be seen from the fort side. There will also be a new museum entrance by the watch tower. This should be a better way to catch attention.
- New museum entrance next to the Bull and Crown. It will be good to have a dedicated ticket booth to the museum. The current placement is in the shop and that is confusing to the visitors. The other advantage is to open up the fence so they can look through the ticket booth so visitors can see what is in there. It was discovered that one big complaint from visitors is that they do not know what is behind the wall. This will change that.

Mr. Poppell added that there were a few changes he would like the board to approve:

- Building the ship out
- Add an entrance video to the Demasa House
- Work on a difference name due to visitor confusion (believing they visited the Colonial Quarter when they had not)
- Add interactive items for children
- In the future convert existing print shop to bathrooms
- Have 3 revenue centers (see map on first page), convert the buildings along St. George Street to retail, Gomez House to a leather shop and have a food services building

The motion to make the changes was made by Roy Hunt, seconded by Kathleen Deagan and passed unanimously. Chair Lastinger asked the Colonial Quarter group about space for the reenactors. The group informed the board they were working with the reenactors closely to solve that particular issue.

Documentary Film Update: Robbie Gordon and Jackie May

Ms. Gordon informed the board that the film had been sent to PBS. WNET gave a number of areas of the film where they wanted things added. For example, they wanted more information

on certain things that were originally just touched on. One in particular were the Native Americans. They have almost completed the reshoots and most of the changes have been incorporated. PBS has been sending questions to clarify things. The film is 4, 1 hour programs that are educationally enriching. Chair Lastinger informed the board that the educational component was very important when asking for funding. The chair thanked them for their update.

Renaming of Government House

The board discussed several options. They did not want visitors confused by what is located here. Chair Lastinger stated that the name should be something that is broad enough to cover all of the activities available, be a descriptor and also conclusive. A cultural center is broad enough to do that. Several members felt that the word museum needed to be included in the title. Ed Poppell informed the board that it needs to be explained why the board is changing the name. It is a sensitive subject. After listening to suggestions Chair Lastinger pieced together Governor's House Cultural Center and Museum. The motion to make the change was made by Don Slesnick, seconded by Roy Hunt and passed unanimously.

Review Space Requests and Future Plans: Kathleen Deagan

Board member Deagan would like to offer the following suggestion for the newly renovated space in Government House. She suggest that the space be used as a shared UF-Flagler research and teaching lab. This way we could build a closer partnership with Flagler College and encourage students to use the facilities. It will also encourage research on St. Augustine. After a walk through with Billy, she is suggesting the basement might be the best location for this. Don Slesnick asked what the next steps were and when discussions might take place with Flagler. Chair Lastinger said we could do preliminary talks and asked where UFHSA was with space allocation. Ed advised not to let people pick their own space, but ask what they need and suggest what space would be best for them.

Proposal: Dr. Michael Francis

The Colonial Florida Center for Digital History: Beyond Primary Sources: This will be an interactive, digital community that will provide a platform for students, educators, researchers, and the general public, allowing them to engage with the fascinating history of colonial Florida. An online digital database has a number of unique advantages, most notably accessibility. In addition to promoting Florida history to a global audience, the project provides unique opportunities for faculty collaboration and student research.

The goals of this project would be to promote innovative new scholarship on the history of colonial Florida, promote interdisciplinary collaboration and institutional partnerships, develop web-based learning material to make primary sources more accessible to a wider audience, provide unique research opportunities for students and faculty. Projects for 2016-2017:

1. Prosopography of Colonial Florida
2. Mapping Colonial Florida
3. Florida Stories.

Chair Lastinger asks the board if this proposal is something consistent with UFHSA's mission. Don Slesnick states the part that deals with St. Augustine is consistent. Michael Francis reminds him that the mission states that it's the entire state of Florida. Roy Hunt asks if this project is the

kind of thing that would be appealing to the legislature. Ed Poppell suggests that Michael gives UFHSA a high sign on concept program they can show the libraries. Then, we can come back to the funding and see what we can do. Chair Lastinger is asking for the green light to submit the proposal to the University of Florida. The board agrees to re-evaluate.

City of St. Augustine – City Manager Update

Chair Lastinger welcomes John Reagan, City Manager of St. Augustine. The hurricane cost the city \$6.7 million in damage. City Hall was damaged and they needed to find a new place for meetings. Many homes were damaged, but there were no injuries or deaths. People who live in historic homes that were damaged need people who understand historic preservation helping them fill out paperwork to get things fixed.

MOU with UF: Delegation of Responsibilities

Chair Lastinger informed the board that this was approved by he and Linda and they are waiting on a signature from VP Curtis Reynolds. The MOU will allow UFHSA to perform all of the acts that are lawful and permitted for not-for-profit corporations in assisting UF in carrying out its historic preservation and historic preservation education responsibilities with respect to the operation and management of the Historic Properties upon the terms and conditions set forth in this Agreement, and UFHSA is willing to accept such obligations pursuant to the terms and conditions set forth in this Agreement. The motion to approve was made by Herschel Shepherd, seconded by Bill Robinson and passed unanimously.

Annual Audit: James Moore

Annual Audit Report submitted by James Moore and Associates. The motion to approve the audit was made by Michael Francis, seconded by Roy Hunt and passed unanimously.

Historical Society Update

Magen Wilson, Director. The research library had very little damage. The other properties did have some water damage, but now they are up and running and in good shape. They raised a historic marker around Anastasia Island. It commemorates when the city was an island. Since the hurricane all historic properties they oversee have been fumigated. Currently trying to reintroduce their newsletter. Will start with paper copies at first, but would like to eventually go digital. They have three goals for the coming year. A big one is to work closely with the St. Johns K-12 schools. They are assessing the library. Trying to figure out their current and future needs.

Signage

Ed: The properties are still leased to the University of Florida BOT, not to the DSO. The properties did not have appropriate signage and we passed an emergency regulation. We had to have a sign notifying the public what that property was for. We changed the signs and apologized to the community.

Construction Update – Linda Dixon

Government House Phase 3 infrastructure and rehab complete. The lighting project is also complete. Currently the Government House landscape design is underway. Three re-roofing

projects (planned pre-storm) for the following houses: Watson, Sanchez de Ortigosa and Salcedo. Several of the properties received damage in the hurricane. Government House basement has some flooding, elevator equipment was damaged, electrical equipment and condensing unit. It reopened, with AC, three days after the storm. The Joaneda House, a residential rental, had water intrusion, and is currently untenable. Ceveau House, a commercial rental, had water intrusion, mold inside the walls and is currently partially untenable. Haas House, a commercial rental, had water intrusion, a large oak tree leaning on the house from the CQ property and is partially untenable. Sanchez de Ortigosa House had water intrusion. Many others had minor water intrusion, but no permanent damage.

Slip and Fall Update

Ed Poppell. Mr. Poppell informed the board the lawsuit was still on going.

Legislative Update

Ed Poppell met with the secretary of state to give an update on what we are doing to benefit St. Augustine. We are one of the few that come and update them. They suggest we compete for grant funding. This will not affect the DSO funds.

The Chair thanked everyone for coming and asked Lora Smith to poll the board for the next meeting date.

Respectfully submitted,

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