

**University of Florida Historic St. Augustine, Inc. (UFHSA)**

**A direct support organization to UF as provided, Chapter 267.1736 Laws of Florida**

**First meeting of UFHSA Board of Directors**

**10:00 A.M., February 11, 2011**

**Sala de Montiano, Government House, St. Augustine**

**Board Members Present:**

Allen Lastinger, Board Chair  
Kathy Deagan  
Jorge Hernandez  
Don Slesnick  
Tracy Upchurch  
Michael Gannon  
Suzanne Lewis  
Roy Hunt  
Danny Ponce  
Rick Gonzalez

**Board Member Absent:**

Larry Rivers

**Staff Present:**

Ed Poppell  
Jan Matthews  
Billy Triay  
Cheryl Wise  
Sue Cobb

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

Mr. Lastinger introduced University of Florida President J. Bernard Machen. Dr. Machen thanked the board members for agreeing to serve as appointees to University of Florida Historic St. Augustine, Inc. (UFHSA), and described the task ahead as preserving and managing the state-owned historic properties in St. Augustine, a need for about \$37 M to preserve and rehabilitate state-owned buildings, construct a new interpretive center, and install accurate and informative content. Some of this money will come from state and federal appropriations and grants. But, a great deal of money will need to be raised. Dr. Machen challenged the board's experience, contacts, and expertise to make this happen. He stressed the partnership among the City of St. Augustine, St. Johns County, the State of Florida, the National Park Service, and the University of Florida. He noted that he has met and visited with Flagler College President William Abare and discussed expanding collaborations between Flagler and the University of Florida. He thanked everyone, again, for joining the effort to make St. Augustine a world class heritage tourism experience.

Mr. Lastinger introduced Mayor Joseph Boles, Jr. Mayor Boles welcomed everyone and expressed appreciation for the UF/City of Augustine partnership that has developed over the last

several years for this project. He stressed the importance of maintaining that good partnership in going forward.

Mr. Lastinger introduced Michael Ford, Senior University Counsel from the University of Florida's General Counsel's Office. Mr. Ford gave an overview of the structure of Direct Support Organizations (DSO's) and the legal requirements. Mr. Ford provided background information, denoting the Florida Statutes providing for UF to take over the management and preservation of the state-owned historic properties in St. Augustine, as well as the companion statute authorizing UF to carry out its duties through a DSO. He informed the board about the legalities of public meetings and the public records law. The Board will review the draft Bylaws and forward suggestions to staff for incorporation into the final version for review/approval at the next Board meeting.

Mr. Lastinger introduced Board member, Dr. Michael Gannon, and he presented a history of the State of Florida's acquisition and management of these historic state-owned properties up until 1997. His complete history is appended to these minutes (to be posted at [www.staugustine.ufl.edu](http://www.staugustine.ufl.edu)).

Mr. Lastinger introduced Board member, Dr. Roy Hunt, to describe developments subsequent to legislative abolition of the Historic St. Augustine Preservation Board in 1997. His complete report is appended to the minutes (to be posted at [www.staugustine.ufl.edu](http://www.staugustine.ufl.edu)).

Mr. Lastinger introduced Ed Poppell, Vice President for Business Affairs & Economic Development at the University of Florida. Mr. Poppell presented an operational overview and some history of the Historic St. Augustine initiative.

Mr. Poppell introduced staff that has been, and will continue to be, very involved in this project:

Linda Dixon, from UF's Facilities Planning & Construction division, has operational responsibilities for the properties on behalf of UF.

Jan Matthews, from UF's College of Design, Construction and Planning, will help develop programs for students and faculty.

Billy Triay is the property manager in residence for in St. Augustine.

Sue Cobb, Sr. Administrative Assistant, will be working directly with the DSO board members for scheduling and information management.

Cheryl Wise, Administrative Assistant, manages scheduling and events, as well as the master calendar for Government House.

Carol Walker and Miles Albertson, from the UF Facilities Planning & Construction division, guided and supervised the rehabilitation of the facilities. There has been \$550,000 of improvements to the properties.

The City of St. Augustine will continue management of the Spanish Quarter, which includes marketing of products and historic interpretation in the Quarter. UF and the City will work together on advancing interpretation in the Quarter and improving the living history experience.

Mr. Poppell noted that some 10 units and colleges at UF have expressed interest in engaging in St. Augustine:

College of Design, Construction & Planning – classes, design studios, historic interpretations.

Library – archives, records, cataloging. There are a lot of collections of St. Augustine in Gainesville that could be moved back to St. Augustine.

Museum – artifacts, exhibits, curation.

Performing Arts Center – interested in bringing concerts/events to St. Augustine. Amphitheater, talent attraction.

College of Journalism – working on a video, scripting and research to create a story of St. Augustine.

College of Health & Health Professions – County proposals, visitor experience, tourism.

Fine Arts – music, theatre, production.

Law – possibly holding law clinics here; maritime law.

College of Medicine – office plans.

College of Liberal Arts & Sciences – History

Mr. Hernandez, board member, inquired if the College of Business was planning to participate. Mr. Poppell responded that they had not been engaged, as of this time. We continue to encourage academic research, and the engagement of faculty and students in the St. Augustine experience.

Mr. Poppell stated that St. Augustine is a state and national treasure. UF is now a stakeholder, and UF must make a difference.

Mr. Poppell presented some challenges and opportunities:

- Challenged the Board to help with funding.
- \$30M in facility needs.
- A video is needed, with the City of St. Augustine and the National Park Service, to develop a story on St. Augustine.

- Renovating the museum space in the Government House. This would require approximately \$1M each for space and interpretive presentation. UF's Museum of Natural History will assist with this.
- UF needs to partner with the NPS for a larger museum. The City and UF have donated land. UF would like to have more square footage in the facility dedicated to the interpretive experience. The total planned square footage is 9,600. One-third will be office space, with 3,000 sq. ft. designated for interpretation. UF would like to have 10,000 sq. ft. for interpretive space.
- More interpretive space is needed in the historic area.
- UF needs a place to display St. Augustine collections and artifacts. There are 2.5 million items in Gainesville
- An art gallery is needed.
- The City has a Visitor Information Center, as well. We are working with them on how to make that a center for activities, a beginning point for the St. Augustine experience.
- UF and the City need to create a holistic experience for our colleges to teach, to research, and provide a living laboratory for our students and faculty
- Need friends and resources.

Mr. Poppell reviewed the Business Plan as presented in the board materials provided. The \$650,000 recurring operations and maintenance funds are embedded in the UF POM budget. All buildings that can be leased are currently leased. UF subleased the management of the Spanish Quarter to the City of St. Augustine. UF remains steward, but the City has taken the fiscal responsibility for the operations of the Quarter.

Upgrading the experience will bring more visitors and drive up revenue. The City has a proposed ticket-sharing plan with the National Park Service. Discussion of the Business Plan ensued.

Mr. Lastinger introduced Carter Boydston, from UF Development & Alumni Affairs Office at the UF Foundation. He reported that national giving is down; however, the number of gifts to UF is up. The UF Development Office is the primary link between UF and the Gator Nation. Mr. Boydston indicated they could provide a development feasibility study for the St. Augustine DSO. Mr. Lastinger inquired if there is potential for grant proposals. Mr. Boydston responded they are compatible. Mr. Poppell noted that our fundraising coordination would be through the UF Foundation.

Mr. Lastinger introduced Dr. Jan Matthews, from UF's College of Design, Construction, and Planning. She presented a property overview of maintenance accomplishments FY 2010-2011 and summarized the history of the state-owned historic properties' preservation story, which began with a Carnegie funded study in 1936, the import of which has been also described in Dr. Gannon's remarks. Her complete paper on historic state-owned properties is appended to the minutes (to be posted at [www.staugustine.ufl.edu](http://www.staugustine.ufl.edu)).

## **ACTION ITEMS**

A presentation of the proposed and draft Bylaws was made. Chairman Lastinger asked staff to incorporate all comments discussed in the meeting to be included in a revised draft to be presented at the next meeting by the ByLaws Committee Chair Roy Hunt and Danny Ponce. Board members were also asked to provide any additional suggestions within thirty (30) days so they could be included in the revisions.

Corporate officers were named as follows:  
Allen Lastinger, Chair and President  
Roy Hunt, Vice Chair  
Ed Poppell, Treasurer

The meeting adjourned to participate in a walking tour of the properties with Billy Triay, our Property manager in St. Augustine. The board returned for a reception with invited guests from UF, the City of St. Augustine, and surrounding areas. The meeting was adjourned.

Respectfully submitted,

---

Kara Sue Cobb  
Senior Administrative Assistant  
Office of the Vice President for Business Affairs & Economic Development  
University of Florida

\*Final minutes approved/adopted September 9, 2011.