

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 16, 2018

Time Convened: 10:00 a.m.

Time Adjourned: 1:55 p.m.

Government House, 48 King Street, St. Augustine, FL

Board Members Present: Chair Allen Lastinger, Kathy Deagan, Rick Gonzalez, Buff Gordon, Roy Hunt, Michael Francis, Arva Parks, Bill Proctor, Bill Robinson, Herschel Shepard, Tracy Upchurch and Doug Wiles

Board Members Absent: Don Slesnick

Others Present: Ed Poppell, Mark Kaplan, Linda Dixon, Lora Smith and Billy Triay

The fall Board Meeting of UFHSA was called to order by Chair, Allen Lastinger at 10:00am. Chair Lastinger introduced the new vice president of Government and Community Relations, Mark Kaplan and welcomed him. Chair Lastinger then introduced Gigi Haugen, wife of the late Michael Gannon. Ms. Haugen spoke about the work and love of St. Augustine Dr. Gannon had and thanked the board for the room dedication to him in Governor's House.

Minutes from the April and June board meetings were submitted with a motion by Bill Robinson, 2nd by Doug Wiles and approved unanimously.

The Loring Monument – Ed Poppell:

The UFHSA at a previous meeting had ask for Mr. Poppell to develop details/ideas around 5 options regarding the Loring Monument issue. The options included 1) naming the park area west of the Governor's House 2) adding and improving interpretation to the existing Loring monument, 3) work with other local groups such as Ft. Mose or Lincolnville Museum for greater awareness , 4) creating awareness and educational opportunities regarding slavery, human rights issues 5) erecting an additional Monument in the west park area. Mr. Poppell then updated the board on his concepts for each of these options. Recommended hiring an expert to give us some ideas on how we could create improved/additional interpretation for the Loring Monument. New interpretation would be presented via free standing pedestal plaques near the existing Loring Monument. He recommended that the documentary film Secrets of Spanish Florida be edited to create a short film that would focus on slavery and Francisco Menendez. Mr. Lastinger and Mr. Poppell have met with representative from both Ft. Mose and the Lincolnville Museum and discussed ideas for education and awareness. A TV will be installed in the Governor's House lobby in the next couple of weeks and will be a tool to promote and bring more awareness using the edited short film as well as other films provided by local groups. Mr. Poppell suggested the potential of naming the park after someone like Francisco Menendez or calling it the Governor's Park and ask for the board's recommendation or ideas on naming. He also suggested adding a

new monument on the north side of the park that could have large graphic images and interpretative information on lasered granite. A number of board members suggested that a potential idea for this new monument would be to memorialize the “Black Militia” of Florida thru the last few hundred years or even provide focus on the Civil War Black Militia era. Mr. Poppell informed the board that doing all of these options may cost \$75,000-\$100,000. Chair Lastinger noted that most of these ideas were new to the board and that ideas would get further development using the input from the board and bringing back more details at the next meeting.

Chair Lastinger then ask for Public Comment

- Seber Newsome: Does not want to contextualize the monument and would not like anything added.
- Jim Edwards: Wants to make sure that General Loring is not disgraced with any new information added.
- Kelly Crocker: Feels that attaching any plaque would desecrate this monument. Suggested attaching education programs and videos to other things, but not the monument.
- Sandra Parks: Owns a bookstore and 1/10 of her store is about the civil war. Suggested making the plaza interpretive plan dedicated to civil war history. There is lack of information about union activity in St. Augustine. Offer a monument similar to Loring that explains the nature of this community during the civil war. Urges that the southern side of suffering be better represented.
- Rita Zimmerly: Pointed out that this is a grave marker. Before you do one monument to black militia you need to think of other groups.
- David Heimbold: This is being discussed because an activist in Gainesville wanted to take down the monument. That person has intimidated the mayor and city council. The tea party’s opinion is to leave it the way it is.
- Doug Russo: He is proud to have that memorial of a fine general. It’s a shame that this is even being discussed.

Upon closing public comment, Chair Lastinger recognized Senator John Mica who stopped by the meeting after touring Governor’s House building. Senator Mica represented the area and loves it and thanked the board for their service.

Financial Report – Linda Dixon:

Financials: Budget reports were received in advance of the meeting including end of year FY18 and first quarter FY19. We are financially strong. At the end of FY18, there is a variation on state and historic society funds, because of a reimbursement made between the two accounts due to hurricane expenses as approved last year by the board. We had some unanticipated revenue from the Provost for roofing projects. DSO adopted budget there is an allocation of funds to be spent on research and programs that could be spent on the Loring Monument related projects.

Audit Report – Ed Poppell:

This is the annual audit report required for all DSO's. They had one management recommendation. They noted that Mr. Poppell was the only signature on the bank account, and suggested a second one. Linda Dixon will be added to the UFHSA bank account. Mr. Poppell told the board if they had any questions regarding the annual audit to please give him a call. Motion made to accept the annual audit by Roy Hunt, Bill Robinson 2nd and approved unanimously.

Colonial Quarter Update – Michael Croce:

Michael noted the 3rd quarter of the year, compared to 3rd quarter of last year: this quarter was the best 3rd quarter to date. Revenue was up. The museum hired John Stavely and he has done a great job with the museum and Chad Light has helped with tours. They have been able to do more weekday tours. John and Cindy stay close with the reenactment community and will continue to engage them. The new ticket booth near the watch tower should open soon and they think it will help with visitation. The financials are strong with the food and beverage department. Upgraded the Spanish tavern and also updated the menu. In the seafood company restaurant they sell lighthouse lemonade and a \$1 goes to the Lighthouse Museum for each drink sold, so they will give them a check next month for \$2500-\$3000. The Colonial Oak Music Park has hosted free music and movies throughout the year. The property is buzzing and fun. Getting great reviews from sites that rate the experience. The nights of lights begins next week and it's a very busy time of year.

PISA – Marty Hylton:

The focus this year has been the Arrivas House and finishing documentation of the Paredes Dodge House from last year. They were able to digitalize the entire site and will produce HARBS drawings. Worked with Matt Armstrong and the library to make this happen. Marty updated the board with a presentation regarding the PISA activities, goals and vision.

Academic Institute – Linda Dixon:

This started with Allen and Ed talking with Dr. Paul Ortiz and Dr. Jim Cusick. Meetings were held in Gainesville and St. Augustine in April, May and October with many faculty members from both UF and Flagler along with City of St. Augustine and St. Augustine Historical Society. There is a lot of interest and they want to get together again in January. There is a list serve you can join to keep updated. Jim Cusick actually used this space at Governor's House last night for a guest lecture and had about 45 people attend. Matt Armstrong conducted another guest lecture here in October. We have had facilitated discussions with UF and Flagler faculty regarding what support they need such as, housing issues for students. There have been questions that we can take into our strategic planning discussion. What is this "institute" we are trying to create? We will continue to facilitate and make networking connections. Michael Francis noted that it's long overdue to have a physical place for students to come. For a dozen years he has been teaching

students how to read 16th century Spanish. Asked if there were specific projects that he could help with and stated that we all have a shared interest in preservation and they can dedicate some resources.

Plaques – Roy Hunt & Buff Gordon:

Linda Dixon commended Roy and Buff for the work they have done on the plaques. She stated that they are in the process of proofing the plaques from the printer now. Mr. Poppell noted that during the review and editing they are considering removing the University of Florida name. He noted that at the beginning of this process the idea was to promote UFHSA, but now they are not sure if it's the right thing to do. We have got the design, it's complete. Contracted Susan Parker to help finalize the interpretation text.

Committee Report – Roy Hunt:

They had a good session discussing the interpretation to be included in the Ribera Yard connector project. Looking forward to the completion. The major work we have been doing is with the collections. Deaccessioning of many objects. Transfer many to the education collection so that they can be used and touched by educational entities. We have had 2 meetings of Deaccessioning. They next one will be in late December. The major item he has is the motion from Herschel Shepard, a matter of concern of oversight and making sure we stay consistent. Motion from committee member Herschel Shepard: This motion does not change existing conditions. This motion verifies that the board is aware and proposed that all work be done in accordance with the Secretary of the Interior's guideline. The administration staff of UFHSA and director of PISA or persons delegated by the director shall work together to provide opportunities to PISA and other staff and ensure the buildings are taken care of properly. We are confirming an existing condition. The motion from Mr. Shepard is for the administrative staff of UFHSA and the Director of the UF Preservation Institute: St. Augustine (PISA), or persons delegated by the Director, shall work together to provide educational opportunities for PISA faculty and staff in St. Augustine, to obtain professional advice and services in historic preservation when required, and to ensure that the maintenance and preservation of historic properties are accomplished in accordance with the US Secretary of the Interior's Standards and Guidelines. Where adaptive uses may require modifications to historic properties, the modifications shall be determined by the administrative staff of UFHSA in concert with the Director of PISA or persons delegated by the Director. The motion was 2nd by Kathy Deagan. Rick Gonzalez is concerned about sea level rise and noted that there are some serious flooding issues. Tracy Upchurch notes that there is an opportunity to learn from the city and its property owners. It's a wonderful chance to be on the ground and in the middle of it. Doug Wiles stated that FEMA and the nation's insurance plan plays a role here as well. The owner of that business has to pay a significant premium or they are required to elevate the homes. Kathy Deagan notes that the motion doesn't prevent anyone from exceeding the standards. Linda Dixon informs the board that there are some internal procedural guides so this motion could be incorporated into those for internal use. Chair Lastinger recognizes and thanks Mr. Shepard and asks the board if they are ready to vote. It was approved unanimously.

City of St. Augustine Report – Reuben Franklin:

Gave an update on the City's most recent mobility/transportation project This study is a multi-modal look at parking , transportation and vehicle movements along with a bike share program. Transportation master planning will focus on pedestrians and how to maintain the design intent of a 16th century city while incorporating transportation demands of today. Reviewed the plan for King Street and some of the connecting streets. Tracey Upchurch stated that he was concerned about bike safety. Herschel Shepard noted that streets, sidewalks, lamppost change the environment of the surroundings.

Strategic Planning & Discussion – Ed Poppell & Linda Dixon:

Mr. Poppell noted that the existing strategic plan for UFHSA is 10 years old. We need to start thinking about the future.

Linda Dixon briefed the board on the history of the 2009 report and the community involvement that was undertaken to create this report. Mr. Poppell also reviewed the 2009 recommendations and the goals that have been achieved in the last 8 years.

He referred to the strategic plan from 2009 and stated that we need to rethink many of the 2009 strategic recommendations. A discussion of involving more faculty to teach a course for a semester in St. Augustine. Kathy Deagan notes that the only issue is that even when they are off the campus they have to have a full course load. Mr. Poppell suggests the creation of joint UF/Flagler initiatives. As we move forward with a new “plan” Mr. Poppell posed a number of questions the board should begin to consider. How can we improve our relevance with UF? What can we do to continue to be worthy of being part of the University of Florida? Noted that Mark Kaplan should be able to help us with that. He prompted the board to think about board development and membership. Would like to increase our activity with other non-profits in St. Augustine and noted that we should introduce our board of directors to other boards and partner with some of the other non-profits. Suggested going to the legislature and asking the state of Florida how UFHSA is doing. Michael Francis suggested sharing ideas on a google doc. Doug Wiles stated that they don't want to suggest a tremendous amount of work for this group, but it would it be appropriate for the next couple of meetings to have someone come in for a couple of hours and talk to us about staying ahead of the game. Chair Lastinger noted that many organizations have strategic planning workshops and we will pursue getting a facilitator for our next meeting and devote a significant amount of time for board strategic planning.

General comments

Mr. Poppell stated that you are the board of directors of a DSO for UF. DSO's statewide are coming under some scrutiny. We have recently fielded questions about UFHSA. If you hear something about what another DSO is doing, call Mr. Poppell. Rick Gonzalez notes that he

heard the City of St. Augustine adopted a new historic preservation master plan and he would like to see that.

St. Augustine Historical Society – Bob Nawrocki:

There have been repairs done to the Oldest House. They have new intern programs and public history programs – they offered a 1 credit internship at Flagler. They will be showing the Michael Gannon movie – Creature from the Black Lagoon. It is a 27 minute film and it will be shown on November 27, 2018. This year is the 100th anniversary of the purchase of the oldest house. They are releasing the revised edition of The Oldest City.

Construction Update – Linda Dixon:

They have completed 6 roofs. PISA will be occupying 3 rooms upstairs in Governor's House after a renovation that will start soon. 3 residential apartments have turned over and they are going to update them. Some additional lighting is being installed in the area around the fountain. Some work will take place at the coquina warehouse to improve building envelope where some of the object collections are stored. The Ribera Yard Connector project is being priced now. They will be graveling parking lots and removing some trees for storm preparedness. There will be an Engineering study at the Tovar house about the structural stability.

Slip & Fall Legal Action – Ed Poppell:
Nothing new to report.

Legislative Update – Ed Poppell:
There is no legislative proposal for the upcoming session.

Chair Lastinger asked Lora Smith to poll the board for Spring Meeting dates.

Meeting adjourned at 1:55pm.