

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 Minutes (FINAL-adopted 5/7/21)

November 13, 2020

Time Convened: 10:09 a.m.

Time Adjourned: 12:47 p.m.

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

Board Members Present via in-person and virtual meeting: Chair Allen Lastinger, Kathy Deagan, Michael Francis, Buff Gordon, Rick Gonzalez, Roy Hunt, William Robinson, Herschel Shepard, John Fraser, Charles Ellis, Tom Willis, Doug Wiles, and Don Slesnick.

Board Members Absent: none

Staff /Others Present: Ed Poppell, Mark Kaplan, Linda Dixon, Deb Kinney, and Billy Triay

Welcome

Chair Lastinger welcomed everyone in attendance and called the UFHSA meeting to order at 10:09 a.m.

The Board considered the following Action Items:

Action Items:

Approval of Minutes November 8, 2019 and May 19, 2020

Motion to approve the minutes from the November 8, 2019 and May 19, 2020 meeting was made by Board Member Bill Robinson, Board Member Herschel Shepard 2nd the motion and the board approved the minutes unanimously.

1. Financial Reports

- **Colonial Quarter financials and update**

Cindy Stavely gave an update on the on Colonial Quarter. As expected, income is down since operations opened back up in June and remain at limited operations due to COVID-19. They are following protocols to keep guests and staff safe. As tourist traffic increases, which is currently at approx. 80% they hope to return to normal operations and have a prosperous 2021-2022 season.

- **Financial Review for FY 2019/20**

- **Budget Review and Adjustments 2020/21**

Linda Dixon reviewed financials and reviewed the budget and adjustments.

UFHSA funds are allocated through three pots of money; there are two that include state funds which will be adjusted by 2% because those funds have been withheld.

The third fund is the DSO fund (non-state money that comes from tenant leases, CQ, and events). We anticipated a 20% reduction due to COVID-19 in May which is already reflected. We will hold on any major projects. Other adjustments that are included in the amended budget proposal include revenue for the profit sharing on the documentary, and on the second page 7% retainage that is now required and have added back in. In the coming year we anticipate additional implications related to reductions in state funding.

Ed Poppell pointed out we have reserves but rely on state funding. Chair Lastinger asked for a motion to approve the financial reports and amended budget for adoption. Kathy Deagan moved, Slesnick seconded and the board approved unanimously.

2. Education Committee

Roy Hunt, Chair of the Education Committee indicated that the committee met to discuss the transfer of the Loring Monument and recommends to the board that we ratify the transfer of tangible property to Randy Ringhaver. Motion from the committee second by Slesnick. Approved unanimously. Board Chair Lastinger thanked those related to the project.

3. Audit Report FY 2019-20 acceptance and approval

Ed Poppell indicated that an independent audit report is required on an annual basis and highlighted that the report does not contain any comments. A copy of the report has been distributed to everyone for review, as required. Don Slesnick made a motion for acceptance and approval of the audit report, Buff Gordon seconded, and the board approved unanimously.

4. Rent waivers and future

Ed Poppell pointed out that rent relief has ended and most tenants have resumed making normal payments but there are a few who are still not able to make full payments. Asking for approval to review businesses revenues vs. last year to determine rent. We will review monthly and report back to the board at each meeting. Bill Robinson motioned for approval, Don Slesnick seconded, and the board approved unanimously.

5. PBS contract for International Distribution/Budget

Ed Poppell discussed the PBS contract to market documentary internationally because due to COVID and tv needing content. A contract has been negotiated with PBS and the documentary has been translated. UFHSA will be the beneficiary of network sales and share in the revenue. Asking for approval of \$10-15K to prepare and complete. Motion for approval made by Buff Gordon, Kathleen Deagan seconded, and the board approved unanimously.

6. Reappointment of Board Members

Ed Poppell pointed out that due to the meeting schedule and the process of our bylaws being accepted by the UF Board of Trustees there are several board members who need reappointments. Kathleen Deagan, Michael Francis, Rick Gonzalez, Bill Robinson, Herschel Shepard need approval of their term from 2019 to 2023. Don Slesnick motioned for approval and Allen Lastinger seconded, which all approved unanimously. Bill Proctor indicated he would like to retire as an active member of the board. Don Slesnick motioned for approval and Michael Francis seconded, all approved unanimously. 2020 – Roy Hunt, Don Slesnick, and Allan

Lastinger need approval of their term from 2020 to 2024. Michael Francis motioned for approval, Buff Gordon seconded, and the board approved unanimously.

Discussion Items:

1. Fundraising and Development

Matt Hodge, Associate Vice President and Chief Development Officer for UF Advancement joined the meeting to discuss strengthening the working relationship between the UFHSA board and the UF Foundation. and provide greater support. He discussed organizing a small group including members of DSO, DCP, IFAS, Whitney and Shands Jax to share info and know work going on in St. Johns and Duval counties. After some discussion it was determined that the Development Committee would work with Advancement to come back with suggestions and identify specific reasons for fundraising. Don Slesnick pointed out the important role fundraising might play considering concerns about state funding mentioned earlier. Roy Hunt suggested that they could even consider the work Marty Hylton and PISA are doing which could be considered as a naming opportunity.

2. Visitation survey update

President & Chief Executive Officer of St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau Richard Goldman gave visitation survey update and the Visitors & Convention Bureau's response with ads highlighting intranational travel. They are hopeful travel will rebound in the spring.

3. Report from St. Johns County

St Johns County's new Cultural Council Manager Christina Stone introduced herself indicating that she is a UF grad and looks forward to working with UFHSA. She discussed the new focus of the Cultural Council to provide tourist marketing to support local cultural organizations and historical sites annually rather than just annual events.

4. City update

City Manager John Regan discussed adversity they have been facing related to relocating the monument and COVID-19. He pointed out that an important principle of the city is an updated strategic plan and a major initiative of diversity and inclusion. The city has been able to accomplish other things related to sea level rise and new construction building code standards. He concluded by indicating that though the monument was a challenge that brought out hate he believes the future is bright and thanked everyone for all their efforts.

5. St. Augustine Historical Society update

Magen Wilson indicated that the St. Augustine Historical Society maintenance and our preservation projects have not been hindered or postponed during COVID-19 due to UFHSA, which they greatly appreciate. This has allowed them to continue to provide educational programming including more virtual programming, speaker series, working with the local school district and opening the new St. Augustine surf culture museum in the Spring. They look forward to a new roof on Kirby Smith House in 2021.

6. PISA update

Marty Hylton highlighted the Preservation institute mission and current projects. He highlighted the town plan National Historic District projects and coquina buildings.

7. Florida National Guard update

Dr. Sujin Kim gave an assessment of the St. Francis Barracks including issues with deferred maintenance. It was discussed for the board to schedule a tour at a future meeting.

8. Coquina Warehouse rehab

Linda Dixon reviewed plans for the Coquina Warehouse rehab that would retain library storage upstairs and plans to house students and supervisors doing research in St. Augustine downstairs. Currently the budget includes \$20K in funds to complete the outside stairs for library staff to access the library storage. The housing project would cost \$350K, which will be put on hold but could be considered as a funding opportunity for the Development Committee. The project scope has been approved by St. Augustine's HARB and FDHR. Rick Gonzalez indicated that he hopes the stair access can be completed this year.

9. Ribera Park update

Linda Dixon reviewed the status of the Ribera Park. Ribera Park is in the side yard of the Ribera House and provides a pedestrian connection between Spanish Street and St. George Street. It was completed just before the pandemic hit. They are completing a few interpretive panels to install at the property.

10. Construction update

Linda Dixon gave a construction update of completed and future projects. She indicates that COVID has given them a chance to perform some much-needed roofing maintenance.

11. Library Staff report

Laura Marion gave a library report indicating they have been busy through COVID. She introduced the new collection coordinator, Casey Wooster. They have successfully transferred many artifacts to other museums to use, display, and educate their patrons. Additionally, they have been working on digital exhibits, data mapping, their digital presence and collaboration and partnerships with others including St. Augustine Historical Society. Laura Marion indicated that they are funded equally by the DSO and the George Smathers Library. It was mentioned that the Development Committee could include this to its list of giving opportunities. She closed by letting everyone know that they will be opening the Panama Canal Exhibit in the rotating lobby gallery.

12. Keeping History Relevant

Ed Poppell pointed out that their strategic plan includes keeping history relevant. He indicated that he would like to have a board discussion at their next in person meeting about how we need accomplish this. We want St. Augustine relevance to be in history not a destination for restaurants, bars, and late-night partying. He suggested working with community partners showcasing faculty, and cultural events to raise awareness and its focus on history.

13. Legislative update

Ed Poppell anticipates significant cuts in state funds over the next couple of years but indicated that the DSO has reserves to manage it for now. He expects it won't be long term as economy seems to be bouncing back already.

14. National landmark status

Ed Poppell encouraged Roy Hunt to reenergize the National Landmark status pursuit. He revealed that they know the reason they were denied previously and think they can overcome it.

15. Spring meeting date

Chair Lastinger indicated that the next meeting will be in April and to be on the look out for a poll of potential dates.

New Business

There was no new business

Adjourn Board Meeting

There being no further discussion, Chair Lastinger adjourned at the meeting at 12:47 p.m.