

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

10:00 A.M., May 30, 2014

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

Board Members Present: Chair Allen Lastinger, Don Slesnick, Larry Rivers, Roy Hunt, Danny Ponce, Bill Proctor.

Board Members Absent: Rick Gonzalez, Jorge Hernandez, Kathy Deagan, Arva Parks, Michael Gannon, Tracy Upchurch

A letter of "proxy" was sent to Mr. Lastinger and Mr. Poppell from Kathy Deagan, assigning Roy Hunt as her proxy, in her absence, for any budget issues and votes by the board members.

Staff Present: Ed Poppell, Linda Dixon, Jan Matthews, Billy Triay, Sue Cobb.

Mr. Lastinger, Chair, called the meeting to order at 10:00 a.m.

Action Items

Minutes of the October 18, 2013, meeting, had been provided to the board prior to the meeting. Mr. Lastinger called for additions or corrections. Mr. Ponce moved, and Dr. Rivers seconded approval of the minutes, as provided. The board approved unanimously.

Financial Report

- **Colonial Quarter (CQ)** - Mr. Poppell gave a business report regarding the CQ. UFHSA does not have any financial risk with Pat Croce's company, Colonial Quarter, LLC, the operator of the CQ. UFHSA is receiving the monthly commission, guaranteed \$100,000 per year. The CQ has been open a little over a year. Mr. Croce had to invest more funds than originally intended, but Mr. Poppell stated he is receiving positive feedback about the operations currently, as to revenues and expenses. No action required on this item.
- **First Colony Museum Exhibit** – Mr. Poppell reported that business operations of First Colony were still a struggle. UFHSA has now contributed \$125,000 to assist with getting the operations going. Mr. Billy Triay, Property Manager, has noted there are more school groups that have visited recently. Mr. Poppell indicated there is still concern getting visitors to Government House. There is continued work on signage, the Pass Port Program, other promotions. But, the name "Government House" is not attracting visitors.

This struggle was anticipated and the visitor surveys are being monitored. The “train” package should help, and that has just recently begun. No action required on this item.

- Financial Update – Ms. Linda Dixon, from UF Planning, Design and Construction, presented the financial report/budget update. She reviewed the proposed 2014-15 budget information that was provided to the board members prior to the meeting. UFHSA will receive the same PO&M funding as last year, with the same level of reductions to UF. The grant that has been requested from the Legislature of \$3m (barring the Governor’s veto) will be expended in the following manner:
 - \$1,000,000 Government House external
 - \$1,000,000 Government House internal
 - \$1,000,000 infrastructure upgrades on either Government House or the other historic buildings that are maintained by UFHSA

 - Professor Roy Hunt informed the board of a manuscript for a “Guidebook of St. Augustine” that had been prepared by Buff Gordon, scholar and researcher who is under contract to the University Press. All the buildings UFHSA is responsible for will be included in this publication. The University Press proposes publishing 2,500 copies of the book for approximately \$18,000. In their current format and funding to keep the copies at a competitive price of about \$15.00, the photos would be in black and white. Professor Hunt was inquiring if there was any way to find funding in the UFHSA budget to contribute to the University Press and supplement this project to make the photos color. He noted that UFHSA would be given credit for their contribution to this effort.

 - Mr. Lastinger discussed with the board the prospect of assisting the continued work of Dr. Kathy Deagan in St. Augustine with some kind of financial support from UFHSA. He asked Mr. Poppell to contact Dr. Doug Jones at the Florida Museum of Natural History and inquire about her compensation there, and what UFHSA could do to assist with the continuance of her work in St. Augustine. Dr. Proctor also indicated he could contact Dr. Deagan and speak with her about possible compensation from the St. Augustine Foundation.

Following this discussion, Mr. Lastinger proposed the board approve the 2014-15 budget, as presented; but, also to include a \$10,000 contribution to the University Press, and for Mr. Poppell to discuss with Dr. Doug Jones to explore what, if any, compensation could be made for Dr. Deagan’s continued work in St. Augustine. Dr. Rivers moved and Mr. Ponce seconded the motion. The board approved unanimously.

The next action item was approval of the audit firm for the UFHSA audit. Mr. Poppell presented the engagement letter from James Moore, the firm chosen to perform the FY 2013-14 audit. He indicated they are a very reputable firm and proposed a reasonable price for the service. He requested authorization for Mr. Lastinger to sign the James Moore engagement letter for their audit preparation for UFHSA. Mr. Ponce moved and Dr. Rivers seconded this authorization request. The board approved unanimously.

The last action item was board member discussion. Mr. Lastinger noted that the number of board members could be “up to 15.” He questioned the board as to their opinion. Professor Hunt noted he thought it would be good to have three more members. He expressed a desire to add members who were nearer to St. Augustine. Mr. Ponce expressed he did like the statewide diversity that the membership reflected currently, but agreed more local individuals for the three other board positions would be amenable. Mr. Lastinger noted that some boards are composed of potential donors, and some are composed of members with a particular expertise. Mr. Slesnick indicated he thought a balance was good with both categories. In summation, the board agreed that 15 members is good; look for geographical diversity, but err toward local members; and maintain a balance between members with a particular expertise related to the board and those who are possible financial contributors.

Mr. Lastinger requested the board ask Dr. Deagan and Dr. Rivers to serve another term on the board. President Machen will appoint them for another term. Mr. Slesnick moved and Professor Hunt seconded this request. The board approved unanimously. Mr. Hernandez has recently been unable to participate in the board activities as originally anticipated and his term is also expiring. The board thanks him for his service.

Informational Items

Committee Reports

- **Audit Committee** - Mr. Lastinger informed the board that Dr. Rivers has agreed to Chair the Audit Committee.
- **Development Committee** – Mr. Lastinger informed the board that Mr. Slesnick has agreed to Chair the Development Committee (moving from the Audit Committee). He will work with Mr. Chris Needles, from the UF Foundation, in future fundraising efforts for UFHSA.

Mr. Lastinger introduced Mr. Needles for a board update from the UF Foundation, Inc. The first formal fundraising briefing was held May 29, 2014. There were approximately 60 in attendance, and was reported to be a very positive experience. (A short “teaser” video for the St. Augustine Documentary Film was shown to the board and visitors.) Mr. Needles indicated the invitation list for the event was very broad and hand-picked from area individuals who might be interested in assisting the sustainability of UFHSA in the St. Augustine effort.

Mr. Lastinger asked for feedback from the board members about the event. All were very positive. Mr. Slesnick suggested for future events, making a more overt pitch for funding to the attendees. Mr. Lastinger indicated his intent to follow up with attendees. Mr. Needles also noted that a letter from Mr. Lastinger would be going out to attendees informing them that Mr. Needles would be following up with them. Mr. Lastinger thanked Mr. Needles and his assistant, Ms. Elizabeth Serra, for organizing the event. Mr. Slesnick asked the board if they have any suggestions for fundraising efforts to please send them to him. He suggested announcing some leadership gifts at the November 8th St. Augustine Documentary red carpet event. Mr. Lastinger informed the board that St. Augustine presented its own challenge. It is a fairly small community. Every charitable

need request is made to the same small group of people. It will be important to branch out to larger areas, like Jacksonville or Orlando.

Mr. Needles updated the board on recent work and activities through the UF Foundation:

Development Plan for UFHSA 2014-15

- Increase awareness among prominent UF alumni and friends, particularly those living in the counties nearest to St. Augustine (St. Johns, Flagler, and Duval)
- Accelerate development activity with the goal of raising a minimum of \$2 million by the 450th anniversary in September 2015
- Develop an improved system of stewardship and accountability through regular and consistent reporting of results to key stakeholders.

What's been accomplished up to this point?

- Jan. 2014: New Development Plan completed
- Feb. 2014: refreshed major donor prospect list
- Mar. 2014: worked with UF college/unit partners to develop updated list of naming opportunities and programmatic concepts for prospective donors.
- Apr. 2014: submitted \$350K proposal to AV Davis Foundation for support of documentary
- May 2014: organized Leadership Briefing targeting key stakeholders and donor prospects.

What's still to come?

- Summer 2014: follow-up visits with Leadership Briefing attendees who are donor prospects
 - July 2014: concept papers to major foundations
 - Aug. 2014: save-the-date mailing for documentary screening event
 - Sept. 2014: "UF in Your Neighborhood" brochure
 - Oct. 2014: update article in Gator Magazine
 - Nov. 2014: "red carpet" premiere of documentary
 - Dec. 2014: qualify at least 25 new donor prospects
- Education, Interpretation, Facilities Committee – Professor Hunt advised the board that they have concluded working with the Colonial Quarter for internships. The first two have been interviewed by Cindy Stavely, of CQ. These two interns have begun work this week. Professor Hunt indicated he was very impressed with the two interns chosen.

Regarding the matter of UFHSA requesting the Trustees of the Internal Improvement Trust Fund transfer the collection properties managed by UFHSA to UFHSA, Professor Hunt inquired if this had been done. Ms. Dixon, from UF Facilities Planning and Construction, indicated she had been in touch with Rob Bendus, but would follow up and report back.

The committee had been given authorization to adopt a Final Collection Management Policy at the October 2013 board meeting. He inquired if it had been completed. Ms. Dixon and Ms. Dixie Neilson, from College of The Arts, will follow up and report back.

As requested by the board in October 2013, Glenn Willumson was to provide a one-page update for this May board meeting for his "Exhibition Proposal" for Government House when the First Colony exhibit leaves for its travel elsewhere. It will involve an art exhibit of Florida and St. Augustine related artwork. Professor Hunt indicated Mr. Willumson met that request and provided the update. Mr. Willumson is to have his final proposal for presenting to the board by Fall 2015.

- Discussion on Committee Meetings – A memo was provided to the board prior to the meeting from Mr. Poppell regarding future committee meetings. Per the Articles of Incorporation for UF Historic St. Augustine, Inc., it is required that minutes be maintained for any committee meetings that are held. The committees are asked to provide the dates and minutes for any committee meetings for Sue Cobb, to be kept on file with all other UFHSA documents/information. This will be a great help for audit purposes.

Government House Rehabilitation/Construction Update

Mr. Lastinger introduced Ms. Linda Dixon for UFHSA Construction Updates. Ms. Dixon presented photos and updates for the board:

- Minor Projects & Maintenance/Repair
 - Sims House and Outbuilding
 - Arrivas House Outbuilding
 - New construction
 - Government House west wall
- Parking Lot Lighting project
 - Period fixture with LED bulbs
 - 5 parking lots/1 walkway
 - Archaeology
- St. Augustine Historical Society Property projects
 - Dunham Administration Building – paint, patch, electric, lighting, ADA ramp and railing
 - Workshop/Apartment Building Balcony
 - AC Condensing Units
 - Parking Lot Pot Holes
- Government House Phase II construction
 - Non-original walls removed upstairs – opened up areas
 - Original light fixtures discovered, so will use in the renovations
 - Drop ceilings removed to reveal original cornice in place
- Public Restroom Renovation and Expansion
 - Extensive Archaeological Investigation
 - Ms. Darcie MacMahon, from the UF Museum of Natural History, gave a brief presentation on the interpretive plan for the newly renovated/expanded public restrooms.

Pass Port Program with City of St. Augustine/National Park Service

Mr. Poppell advised the board that the Pass Port Program has been successfully implemented. Tickets can be purchased at a kiosk at the Visitor Information Center. The City of St. Augustine has graciously provided us space for the kiosk for ticket sales there. Tickets are also available at the Government House. The venues for the Pass Port Program include the Castillo fort, the First Colony Museum Exhibit, and the Colonial Quarter. A package deal has been worked out with one of the train lines. This will give First Colony exposure as a stop.

St. Augustine Documentary Films - Small Planet Productions

Mr. Lastinger reported to the board that there was a Small Planet crew currently in Spain filming material to include in the documentary films. He advised in the beginning the budget for the films was to be \$500,000. Tony Haines, of Small Planet, is contacting the agent of Morgan Freeman. It is important to get an "A" list voice for the films. Also, Robbie Gordon, of Small Planet, is contacting WNET in New York, a premier PBS station, to begin conversations for possible interest in sponsoring. There will, most likely, be no commitment until they can see the films. There has been a funding request of \$325,000 from A.V. Davis. \$125,000 would take care of some of the above-mentioned enhancements; the Spain filming now, trip to Cuba has taken place-free lancers that will have material from Cuba and Spain; obtaining the "voice"; and enactments. Some of the funding will be used for development of an "APP" for the "History of St. Augustine," like the "Oregon Trail" Video game where user choices and consequences impact the outcome of a virtual settlement. It could be used anywhere in the country using QR codes. The project is fully committed to the educational component to be distributed to K-12. The documentary will "tell the story." All information is confidential on the documentary, at this time.

Mr. Lastinger informed the board that November 8, 2014 has been scheduled for the premier for the first episode of the documentary series. It will be held at Flagler. A selected group will be invited to the Solarium, about 100, and then go to the Flagler Auditorium where a larger group will be invited to view the premier episode. Then there will be a post-premier event for talk and promoting donors.

Mr. Lastinger welcomed Vice Mayor and Commissioner Nancy Sikes-Kline, who was in attendance at the board meeting.

Award from Florida Chapter of the American Society of Landscape Architects

Mr. Lastinger introduced Mr. Jeremy Marquis of Marquis Halback landscape architectural firm. Mr. Marquis presented UFHSA an award for the Colonial Quarter renovation. Mr. Lastinger accepted on behalf of UFHSA. Mr. Marquis also presented to architect, Les Thomas, and Cindy Stavely, on behalf of Colonial Quarter LLC.

LEED Silver Certification

Ms. Linda Dixon informed the board that the Government House Rehabilitation Phase I had received LEED Silver Certification for leadership in energy and environmental design.

St. Augustine Historical Society (SAHS) Report

Dr. Susan Parker provided the board with updates about the buildings owned by the St. Augustine Historical Society. There have been various repair and maintenance projects going on recently. She thanked UF's involvement for these much-needed repairs. Four of their buildings are from the 1700's. The Dunham House was constructed in 1964.

Dr. Parker noted the SAHS is actively involved working with the crews for the St. Augustine documentary films.

She also advised the board that the SAHS was the applying agency for the \$50,000 request to the St. Johns County Tourist Development Council for additional funding for the St. Augustine documentary films.

SAHS recently completed a Conservation Assessment Program to deal with their collection space. She is seeking changes to better handle their current collections. The collections at the Tovar House (early 1700's) are being used for exhibits. There are many photographs from Lincolnton that are being featured until July 15, 2014, at the Tovar House. She is focusing on collecting scenes and people of St. Augustine. Dr. Parker noted there is a possibility of an art exhibit to open in September 2014.

City of St. Augustine – City Manager Update

Mr. Lastinger introduced Mr. Dana Ste. Claire, Director of the 450th Celebration for an update from the City of St. Augustine. Mr. Ste. Claire provided various brochures and information regarding various events taking place in the City for the remainder of this year:

- Journey: 450 Years of the African-American Experience – Opened January 20-July 15, 2014 at the Visitor Information Center. This exhibition has had an impact on advancing a better understanding of African-American history and the Civil Rights Movement regionally, nationally, and internationally.
- El Galeon – St. Augustine Municipal Marina
- St. Augustine Spanish Wine Festival – September 9-13, 2014

The 450th Commemoration 2015 includes various events:

- The First City Through the Eyes of the Masters – November 15, 2014 to January 17, 2015 – Visitor Information Center
- Tapestry: The Cultural Threads of First America – April 4-October 4, 2015 – Visitor Information Center – showcases the multicultural founding of America at St. Augustine in 1565.
- Celebrate 450! – September 4-12, 2015 – Various Locations
- San Pelayo – 650-ton replica of a Spanish galleon – serve as signature 450th event and anchor exhibition in St. Augustine
- US – Spain Council – November 2015 – International economic group alternates world and US meetings sites. In 2015, the summit comes to St. Augustine with 200+ world leaders.

Mr. Ste. Claire reported that the City of St. Augustine won several Florida Trust for Historic Preservation awards at the April FTHP Conference in Tampa, including an outstanding recognition in the Heritage Education category for the “Journey: 450 Years of the African-American Experience” exhibition, and an outstanding recognition in the Historic Landscape category for the St. Augustine Seawall, and an honorable mention for an Archaeology exhibition developed by the Planning & Building Department. The Distillery (Ice Plant), Flagler College (1888 Ponce de Leon Hotel Solarium, the St. Augustine Art Association (Drake’s Raid) also won awards.

He also informed the board the City is slated to receive legislative support for the Alcazar Roof restoration, the Waterworks building, and an archaeological data inventory project, among other related programs.

Visitor Surveys – St. Johns County Visitor & Convention Bureau

Mr. Poppell updated the board regarding visitor surveys. He indicated that county representatives attend the monthly meetings with UF and City of St. Augustine officials. It has been just over a year since the surveys began. Data is being received, and work will be done with the data, with formatting to extract what is important to UFHSA. There will be more information for analysis with some historical basis for our purposes.

Government House National Historic Landmark Nomination Update

Professor Hunt informed the board that Government House is now individually listed as on the “National Register of Historic Places.” He advised Senators Graham and Nelson and Congresswoman Wasserman Schultz are being contacted for assistance in gaining National Historic Landmark status.

Legislative Update

Mr. Poppell informed the board that during this past legislative session, the request for St. Augustine funding started out as \$10m. After all the processes, we are to receive \$3m, barring any veto from the Governor. UFHSA’s main focus is on restoration of the facilities. The funding will be spent accordingly:

- \$1m Government House external
- \$1m Government House internal
- \$1m on infrastructure for Government House and/or the other historic buildings UFHSA manages

Next board meeting

Mr. Lastinger suggested holding the next board meeting on Friday, November 7, 2014. This meeting will be held in the Sala at Government House.

This will be the day before the November 8, 2014, St. Augustine Documentary film premier event.

There being no further business, Mr. Lastinger adjourned the meeting at 1:30 p.m.

A refreshment reception followed the formal board meeting.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Kara Sue Cobb", written over a horizontal line.

Kara Sue Cobb
Senior Administrative Assistant
UF Development Corporation
University of Florida