

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

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UFHSA Board of Directors Meeting Minutes-FINAL adopted 5/19/20

November 8, 2019

Time convened: 10:00 AM

Time Adjourned : 1:59PM

St. Augustine Historical Society, 14 St. Francis Street, St. Augustine, FL

Board Members Present: Chair Allen Lastinger, Bill Robinson, Michael Francis, Bill Proctor, Herschel Shepard, Doug Wiles, Buff Gordon, Kathleen Deagan, Roy Hunt

Board Members Absent: Arva Moore Parks, Don Slesnick, and Rick Gonzalez

Others Present: Ed Poppell, Linda Dixon, Laura Marion, and Billy Triay

The fall Board Meeting of UFHSA was called to order by Chair Allen Lastinger at 10:00AM. Chair Lastinger announced that board member Arva Parks has submitted resignation due to health issues, and thanked her for her contributions and dedication to UFHSA over the years. Chair Lastinger also announced that Dr. David Colburn passed away. Kathy Deagan noted that Dr. Colburn was instrumental in forging connections between St. Augustine and the University of Florida; he was a founding member of Historic St. Augustine Research Institute. Roy Hunt noted that Dr. Colburn wore many hats and was an extraordinary person to work with over the years.

Minutes from the March and June board meetings were submitted with a motion by Bill Robinson. Seconded by Kathy Deagan and approved unanimously.

Memorial Update - Ed Poppell and Buff Gordon

Since the last meeting, they have narrowed in on two items that were proposed; an interpretive film and a monument. They edited the current documentary film to make a short film about slavery that is 20 minutes in length. This film is complete and it has been distributed to Fort Mose. It is very professional, and John Fraser helped with narration to add local flair.

Mr. Poppell noted that he needed direction from the board regarding the monument that was proposed. He has been in contact with a granite monument company in Canada. Each panel would be 38-40 inches wide and 7 feet tall. There will be 3 panels on a granite slab, 6 inches thick, and 122 inches long. Mr. Poppell believes the dimensions are appropriate for the proposed

location, something families could get close enough to read the names but would deter camping in the area. He noted that Buff Gordon helped with design.

Buff Gordon noted that people don't read monuments in full; they only read the first couple of sentences. She suggested that they eliminate a lot of historical wording and make people the focus. There will be a soldier on the central panel that will have red colored pants for historical accuracy. The color will fade over time but can be retouched in the future. The granite can come with recessed lighting in the foundation, and Mr. Poppell thinks this is important for dramatic effect.

Roy Hunt asked if research might turn up additional names and are we able to add those names if they are found, and will there be room for that. Mr. Poppell will ask the company how this has been dealt with in the past. Kathy Deagan asked how the text will look printed, mainly concerned with the texture. Mr. Poppell noted that the text is lasered in, and in the sample they sent it feels like an engraving.

The Education Committee will receive the text and approve/amend language shortly. The design will be shared with the City of St. Augustine, their main concern was that the interpretation was straightforward and authentic in regards to colored troops.

Buff Gordon asked if those listed are those who only served or if they also died. Mr. Poppell said both, those who died would have some sort of designation. Roy Hunt asked if we need state approval. Mr. Poppell has tried to get in touch with HARB, but has not received a response yet. He has mentioned it to Tim Parsons.

Herschel Shepard commented that they have done a fine job. He thinks it's important to make room for additional names, and suggested raising the names up in the design to leave room for names at the bottom. He asked what would be on the back. Mr. Poppell noted that there is nothing planned, the monument backs up to Cathedral Place. Chair Lastinger suggested adding vegetation behind the monument. The suggested placement of the monument is across from the Loring monument with text facing King Street.

The quote for the monument is \$51,616, which does not include the foundation, excavation, additional sidewalk construction and uplighting. Estimated additional \$10,000 for those projects. An archaeological survey will have to be done to install the foundation. The estimated production time is 4 months.

Chair Lastinger asked for a motion for approval of the monument design, its proposed location and a spending amount up to \$75,000. Herschel Shepard moved, Michael Francis seconded. Approved unanimously.

Michael noted that the third quarter was underwhelming and fairly flat. The Hurricane Dorian scare caused a weeklong closure of facilities and they were slow to get people back in. The total income was 2% up, 12% up to date for the year. Retail revenue was down, as was ticketing revenue. They give four tours a day, are giving many more group tours, and have positive reviews on TripAdvisor. John Stavely is adding more points of interest and working on flow of tour. They have retired the musket drill per the school's preferences and replaced it with period relevant games. They continue to have a strong relationship with local reenactment community, hosting monthly encampments and other special events. Michael noted that food and beverage revenue is down, because they lost food product due to the storm, higher quality food costs more money, and they haven't increased menu prices. The Sing Out Loud and Singer/Songwriter Festivals were very popular at Colonial Oak Music Park. They filmed an episode of Taste of History for PBS.

UFHSA Financial Update for FY 2018/19 - Linda Dixon

UFHSA funds are allocated through three pots of money; state funding for state-owned buildings, state funding for buildings leased from the St. Augustine Historical Society (SAHS), and DSO fund (non-state money that comes from tenant leases, CQ, and weddings). Reports show money is tracking as planned. Colonial Quarter commission comes to DSO fund.

Linda proposed the following amendments to the budget for the upcoming fiscal year: shift \$1,000 in SAHS fund from operations to maintenance, state owned buildings recovered \$320,000 of FEMA funding from Hurricane Matthew and intend to spend those funds on reroofing projects and deferred maintenance. She would like to redirect DSO funds from roofing to electrical/HVAC issues at Spanish Military Hospital. They are considering converting Coquina Warehouse to student and faculty housing and would like DSO funds to begin planning/design for this project.

UFHSA will receive a donation from the Magnolia Garden Club, which will go to landscaping at Cofradia well property on Charlotte Street. Linda proposed an increase in the equipment and furniture expense for equipment in the PI:SA lab to reflected spending the \$25,000 donation received from the City of St. Augustine late in FY19. They will also allocate funds toward collections management spending for helping with deaccession transfers, funds for documentary film short, funds for refreshing First Colony exhibit, in particular the technological equipment (around \$75,000). Linda noted that they are looking to spend an additional \$120,275 out of the DSO funds above what was approved in the spring. Chair Lastinger asked for a motion to approve these amendments and projects. Roy Hunt moved, Kathy Deagan seconded. Approved unanimously.

Education Committee Report - Roy Hunt

The committee worked on deaccessioning artifacts, President Fuchs and the State Historic Preservation Officer have approved recommended deaccessions.

Board Member Recommendation - Ed Poppell

Mr. Poppell asked for suggestions to add to the board and noted that he would like to get the process moving as quickly as possible as approval can be a long process. He noted that he wanted to strengthen partnerships with other community organizations. Buff Gordon suggested Julio Torres from her work with him on the Lighthouse committees. Kathy Deagan suggests someone involved in active policy making at Flagler to strengthen our relationship, possibly Art Vandenhouden. Kathy Deagan also suggested considering a representative from the Whitney Lab. Mr. Poppell suggested John Fraser from the Fountain of Youth and Charles Ellis from Fort Mose. They will get background information on suggestions and reach out to those recommended.

Audit Report - Ed Poppell

Mr. Poppell distributed audit reports and management letters. Chair Lastinger asked for a motion to approve. Doug Wiles moved, and Herschel Shepard seconded. Approved unanimously.

Adjourned for a break at 11:15AM. Meeting resumed at 11:30AM.

City Update and Transportation Study - John Regan

The city is sponsoring a leadership training for diversity and inclusion. They are implementing a five point strategy to deal with nightlife issues. The St. Augustine Police Department is increasing officer presence in town, there will be additional staff for street and litter cleaning, they will start improvement to lighting and sidewalks, as well as creating a ride share hub downtown, and updating alcohol ordinances. Mr. Regan presented images of the King Street Master Plan. He also introduced the new Assistant City Manager.

PISA Update and Vision - Marty Hylton

Marty gave a presentation on Envision Heritage lab and the activities of Preservation Institute: St. Augustine. He also explained the Resilient Nantucket project and how their methodology can be applied in St. Augustine to better understand sea level rise.

Adjourned for lunch at 12:22PM. Meeting resumed at 12:44PM

Mr. Poppell recognized Tim Burchfield, former Assistant City Manager, for his contributions to the partnership between UFHSA and the City of St. Augustine.

Construction Update - Linda Dixon

The Preservation Institute: St. Augustine Lab renovation is complete. The Haas and Cerveau House apartments have been refreshed. Four roofs were replaced last fiscal year, two already in this fiscal year, and three more are in progress for this fiscal year. There are other completed projects at the St. Augustine Historical Society; the focus for the upcoming year is renovations at the Segui-Kirby Smith House (Research Library). Projects in progress include the Ribera Yard/Spanish Street Connector, the Governor's House memorial, and a stair rebuilt at the Cerveau House.

Library Staff Report - Laura Marion

Their current focus is working on deaccessioning museum artifacts. They completed an NHPRC grant for processing the collections in July. They are currently in the hiring process for a full time Collections Assistant. Laura has been teaching a Flagler College exhibit design class, which will open an exhibit using Allen Lastinger's postcards on December 11, and the board is invited to the opening reception. They are excited to continue to academically support PI:SA.

Strategic Plan Follow-Up - Ed Poppell and Allen Lastinger

The current focus is on improving public relations. Chair Lastinger and Mr. Poppell met with each of the city commissioners, and they have agreed to have briefings twice a year to update the city on progress and achievements. We are trying to stay sensitive to community issues and want to communicate to the public that education and research has a positive impact on the community, especially through PI:SA. There is still an interest in creating a formal relationship with Flagler, and an interest in creating a relationship with St. Johns County. We are creating a profile series in the St. Augustine Record on board members. Mr. Poppell met with the Secretary of State, and wants to strengthen relationship with Tim Parsons (SHPO). We are renewing our partnership with the Castillo de San Marcos.

Alcohol Standards - Ed Poppell

We want to standardize a policy on alcohol for properties and this was shared with the board. The Colonial Quarter has three primary concerns regarding the policy: they worry the "angel shot" concept might create a sense of negative PR, having security creates a cost issue, and serving water creates a cost as well. We want to make sure those serving alcohol stay on top of their training.

Commissioner Meeting Results and Update - Allen Lastinger

The commissioners are very appreciative of our efforts and want to know more about what UFHSA is doing.

St. Augustine Historical Society Update - Magen Wilson

They have been working on solidifying their partnership with Flagler; they developed an internship program with Flagler honors students. They provide 1 credit internships for 6-8 students a semester. Two international graduate students interned at the Historical Society in the last year. They are working to make collections more accessible to Flagler students at their own library and are also working with Kelly Enright at Flagler to add St. Augustine oriented projects to her public history classes. They are looking for new ways to engage new demographics through a museum on surf culture in St. Augustine at the Tovar House. They received grant funding for Llambias House projects.

Spring Meeting Date

A survey of dates will be sent out to members for approval.

Meeting adjourned at 1:59PM.