

**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**  
**March 22, 2019**  
**Time Convened: 10:01 a.m.**  
**Time Adjourned: 2:29 p.m.**  
**Governor's House, 48 King Street, St. Augustine, FL**

Board Members Present: Chair Allen Lastinger, David Colburn, Kathy Deagan, Michael Francis, Buff Gordon, Rick Gonzalez, Roy Hunt, Arva Parks, Bill Proctor, William Robinson, Herschel Shepard and Don Slesnick

Board Members Absent: Tracy Upchurch and Doug Wiles

Staff Present: Ed Poppell, Mark Kaplan, Linda Dixon and Lora Smith

Meeting called to order by Chair Lastinger at 10:01 a.m. Motion to approve the minutes from the November 16, 2018 meeting was made by Board Member Bill Robinson, Board Member Herschel Robinson 2<sup>nd</sup> the motion and the board approved the minutes unanimously.

Ed Poppell: Loring Monument

Worked on developing options. One option is the documentary film. It has been edited and will consist of 3 segments, 8 minutes each. Another option is the installation of TV in lobby. This has already been installed. Other ideas were to create a new monument. At this time Mr. Poppell asked Dr. Susan Parker, who has been working with Dr. Thomas Graham to develop a few ideas to create further interpretation for monument, to step forward. Dr. Parker explained to the board the ideas and showed a few examples of the concepts they have come up with. Mr. Poppell noted that if there are any ideas/comments, to please call him for discussion.

Linda Dixon: Financial Report/

- 3 Budget Accounts: State properties, Historical Society properties and Historic St. Augustine DSO
- \$250k additional was given by Provost Glover for roof maintenance.
- Insurance recovery: Received additional \$60k for Hurricane Matthew. Have not received payment for Hurricane Irma. We are expecting some.
- 5 roofs have been replaced as well as several maintenance projects/paint and patch.
- Historic Society: Engineering study on the Tovar House, HVAC projects and repairs on the Oldest House. In FY20 want to focus on Kirby Smith.
- DSO updates: PISA lab: convert some rooms upstairs for Dr. Hylton for work space, Spanish street connector project and Ribera House.
- Approval of 2019-2020 budget: Motion to approve FY19-20. Board Member Roy Hunt motions, Board Member Bill Robinson 2<sup>nd</sup> the motion and the board approves the FY19-20 budget unanimously.

At this time citizen Seber Newsome, asks for the floor and Chair Lastinger gives him three minutes. Mr. Newsome passes out a hand out to the board and expresses his view on the Loring Monument. He does not want it altered. Feels it should be left alone.

Roy Hunt: Education Committee

The committee has been working on the deaccession of material with the help of Matt Armstrong and Laura Marion. Matt will be moving and Laura will be taking over for him.

At this time Chair Lastinger read the letter from Board Member Tracy Upchurch regarding his resignation. Board Member Don Slesnick motions to accept Board Member Upchurch's resignation, Board Member Roy Hunt 2<sup>nd</sup> the motion and the board approved the resignation unanimously.

Move to strategic planning session with Bob Parks, UF Human Resource Services.

Bob Parks:

Accomplishments/Proud of:

- Bring attention to St. Augustine
- Formation of PISA
- Community outreach
- University Press – buff's book UFHSA put money towards publishing
- Documentary
- Spanish Quarter revitalization
- Preservation work
- Library digitalization project

Lessons Learned:

- Visitor Survey
- What has our value added in the community
- Marketing/Promotion in community
- Let community know
- Long term sustainability

Going Forward:

- Expand partnerships
- More promotions/co-promotions
- More marketing: newsletter/outreach to legislature/more effective PR
- Academic Connections: expand PISA/other programs with UF/Flagler/internships
- Raise Money
- Housing for students

2024 Areas of Focus:

- Stories will be told better
- Diversity
- Public engagement at a higher standard
- Be the elephant in the room

- Academic Student involvement
- Have 3 years of active PISA programs  
}20 buildings; 20 students
- Collective effort to reach out to legislatures
- Story is being told
- Visitors understand city
- 4 hour documentary required in public schools
- Broader recognition
- Focus on Spanish history

Partnerships:

- Speakers
- Local/statewide

Academic Connections:

- Growing presence of UF: students/faculty in St. Aug – research
- Internships
- Housing
- Visiting scholar program
- Residential scholars

Chair Lastinger and Mr. Poppell: Closing remarks: They will meet with a few of the commissioners. They are concerned about a few issues. If we are going to be partners, we need to engage with them.

Board Member Jim Cusick and the UF libraries will be doing a fundraiser for a lecture series in Michael Gannon's name.

ADJOURN 2:29PM