

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

**A direct support organization to UF as provided, Chapter 267.1736 Laws of Florida**

**Meeting of UFHSA Board of Directors**

**8:00 A.M., June 18, 2012**

**Conference Call (218-339-3600)**

Board Members Present by phone:

Allen Lastinger, Board Chair  
Tracy Upchurch  
Don Slesnick  
Michael Gannon  
Kathleen Deagan  
Roy Hunt  
Jorge Hernandez

Board Members Absent:

Danny Ponce  
Suzanne Lewis  
Larry Rivers  
Rick Gonzalez

Staff Present by phone:

Ed Poppell  
Linda Dixon  
Billy Triay  
Jan Matthews  
Tim Fleming  
Tim Burchfield  
Jim Piggott  
Ron Brown

Allen Lastinger called the meeting to order at 8:03 a.m. and gave an overview of the Invitation to Negotiate (ITN) process that was used for selecting a preferred operator for the Colonial Spanish Quarter, noting that he personally observed most but not all of the process and meetings. He described the process as professional, comprehensive and rigorous.

Ed Poppell continued with a more detailed discussion of the process that produced three proposals: Pat Croce & Company, Inc. (dba Colonial Quarter LLC); Old Colonial Spanish Quarter LLC (a partnership with Historic Tours of America, Inc.); and St. Augustine Lighthouse & Museum, Inc. (dba First Light Maritime Society). Two of these proposals, Pat Croce & Company, and Old Colonial Spanish Quarter LLC, were selected to enter into the negotiation process and submit their Best and Final Offers. As a result, the selection committee recommended that the Board authorize proceeding in contract development with Pat Croce & Company, Inc. He noted that the Board may reserve the right to enter into contract development with the second finalist, Old Colonial Spanish Quarter LLC, if contract development does not produce an acceptable contract with Pat Croce & Company. Mr. Poppell summarized that the selection committee members agreed the two companies were very close in capability, and that the selection was a very difficult decision. He described other aspects of the proposals related to

capital expenditure, contract length, commissions, sustainability, ease of contracting, and schedule. He stated that one significant differentiating characteristic was the more comprehensive interpretative plan proposed by Pat Croce & Company. He named the members of the selection committee forwarding this recommendation to the Board (Ed Poppell/UF, Jan Matthews/UF, Billy Triay/UF, Linda Dixon/UF, Tim Burchfield/COSA, Jim Piggott/COSA, and Sharon Langford/COSA).

Mr. Poppell reported that he is now doing necessary due diligence regarding financial statements, audits, etc. He also noted that he had presented the selection results to the City Commission of St. Augustine, which resulted in a favorable editorial in the St. Augustine Record.

Upon conclusion of the summary, Allen Lastinger asked for a motion from the board. **Kathy Deagan moved to authorize entering into contract development with Pat Croce & Company. The motion was seconded by Mike Gannon.**

Board discussion ensued on several issues including:

- Pat Croce & Company's interpretive plan and expertise;
- contract oversight;
- performance monitoring with regard to the Board's statutory responsibility;
- contract remedies;
- financial backing and "staying power"; and
- professionalism of the proposal packages.

Don Slesnick asked if the motion should include authorization to enter into contract development with Old Colonial Spanish Quarter LLC if contract development fails with Pat Croce & Company. Ed Poppell stated that the ITN allows for this.

**Kathy Deagan amended her motion to authorize entering into contract development with Pat Croce & Company, and also to authorize contract development with Old Colonial Spanish Quarter LLC if the first contract development effort should fail. Mike Gannon, who seconded the original motion, concurred with this amendment.**

Tracy Upchurch asked if the contract will come back to the Board for approval. Ed Poppell responded that "yes" the contract will come back to the Board for approval and signing by Chairman Allen Lastinger.

**Allen Lastinger called for a vote on the motion. Motion carried unanimously.**

Additional discussion followed regarding quality control and interpretive authenticity. Specifically, the discussion focused on how the board members and other subject matter experts should interact with the contractor in developing or reviewing interpretive scripts and messaging. Overall, board members agreed that this task falls under the duties of the Historical Preservation, History, Archaeological, and Facilities Committee. Mike Gannon observed that Committee responsibilities encompass both of two stages: 1) the collaborative process in contract development, and 2) long range monitoring.

**Roy Hunt made a motion that, consistent with Bylaws Section 5.04, the Board authorizes the appointment of additional members to the committee, including Herschel Shepard, Susan Parker, Barbara Wingo, Buff Gordon and members of the St. Augustine Research Institute, for the express purpose of reviewing authenticity in the Colonial Quarter with the committee members. Jorge Hernandez seconded the motion, and it passed unanimously.**

Allen Lastinger requested that committee chair Roy Hunt work with Ed Poppell on how they will proceed.

Ed Poppell thanked the meeting participants, and concluded by saying he expected contract development may take two months. He hopes for a fall opening of the Colonial Quarter, but acknowledged that it may be December or January.

Meeting adjourned at 9:00 a.m.

Respectfully submitted,



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Linda B. Dixon, AICP  
Director of Operations and Administration  
UF Historic St. Augustine, Inc.  
University of Florida