

## CITY OF ST. AUGUSTINE

City Commission Workshop  
April 21, 2010

The City Commission met in a formal session Wednesday, April 21, 2010 at 2:00 P.M. in the Alcazar Room at City Hall. The meeting was called to order by Mayor Joe Boles, and the following were present:

### **1. Roll Call:**

Joe Boles, Mayor/City Commissioner  
Errol Jones, Vice Mayor/City Commissioner  
Donald Crichlow, City Commissioner  
Leanna S. A. Freeman, City Commissioner  
Nancy Sikes-Kline, City Commissioner

William B. Harriss, City Manager  
Ron Brown, City Attorney  
Karen Rogers, City Clerk  
Timothy A. Burchfield, Chief Administrative Officer  
John Regan, Chief Operations Officer  
Mark Knight, Director, Planning and Building  
Jim Piggott, General Services Director  
Mark Litzinger, Comptroller  
Paul K. Williamson, Director, Public Affairs  
Dana Ste. Claire, Executive Director of the 450<sup>th</sup> Commemoration Celebration/Director, Heritage Tourism  
Carlos E. Mendoza, Assistant City Attorney  
Loran Lueders, Police Chief  
Mike Arnold, Fire Chief  
Martha Graham, Director, Public Works  
Darlene Kirkland, Recording Secretary

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### **2. Discussion regarding planning and information relevant to the 450<sup>th</sup> Birthday Commemoration.**

Mayor Boles announced that the Commission would be scheduling a series of workshops at different times of the day for the benefit of the public.

Commissioner Freeman agreed that having workshops at various times would be beneficial, and she felt that some of the meetings should be open for public comment.

Commissioner Sikes-Kline requested that a separate web page be developed containing pertinent information and meeting schedules.

Commissioner Jones said the purpose for the workshops was for communicating information, thoughts and ideas related to the 450<sup>th</sup> Commemoration Celebration.

Commissioner Freeman stated that the purpose was also to encourage citizen and business participation.

Mayor Boles questioned whether there was a method of communication that allowed citizens to communicate their thoughts and ideas.

Dana Ste. Claire, Executive Director of the 450<sup>th</sup> Commemoration Celebration and Director, Heritage Tourism, replied that the website was being developed and would be launched soon. He stated that the website would be an important communication tool providing the ability to send and receive messages in a more efficient manner.

Mr. Ste. Claire explained that the 450<sup>th</sup> Commemoration Celebration was designed to celebrate St. Augustine's 450 years of unbroken and cultural history. He stated that the celebration would be divided up into legacies celebrating various aspects of St. Augustine's unique history. He referred to a Power Point presentation and described key events and festival concepts as follows:<sup>1</sup>

#### First Americans - Peoples before Ponce

January – June 2013

- Native American Cultural Exposition
- Quincentennial Celebration of Juan Ponce de Leon
- Spirit of Discovery
- Old World meets New World

#### First America – The Beginning of a Nation

July – December 2013

- First port
- First European Town Plan
- First Hospital
- First Tavern
- Nation's Oldest City

#### British Colonial Period and the Revolutionary War

January – May 2014

- The 14<sup>th</sup> Colony
- Revolutionary War in St. Augustine
- British Night Watch
- British Crown

#### Civil Rights Movement

May – October 2014

- Civil Rights Museum
- African American History Museum
- Fort Mose
- African American Advisory Council

#### Age of Opulence – Henry Flagler Era

November 2014 – June 2015

- Second Spanish Period
- Florida Territorial Period
- Seminole Indian Wars
- Age of Opulence
- Birth of Tourism

#### Grand Celebrations of the 450<sup>th</sup> Commemoration

July – December 2015

- King and Queen of Spain
- Spanish Cultural Exchange
- Grand Noche de Gala
- Spanish Colonial Village

Mr. Ste. Claire stated that the Commemoration office had been engaging the community through meetings and programs, and the most popular had been the First America Passport program. He reported that the Passport programs had reached over 5,000 citizens. He stated that the Federal Commission appointment was imminent. He explained that the process had begun to develop subcommittees that would be under four main task forces, as follows:

- Programs and Events
- Marketing and Finance

<sup>1</sup> Presentation attached to original minutes

- Logistics and Infrastructure
- Community and Resources

Mr. Ste. Claire stated that during a workshop with the Tourist Development Council (TDC), a proposal for support of the 450<sup>th</sup> Commemoration through bed tax dollars had been presented. He said that the proposal requested \$1.5 million to be appropriated over a six year period for the following categories:

- Destination Marketing
- Arts and Cultural Events
- Recreation and Leisure
- Foundation Administration Support

Mr. Ste. Claire stated that the TDC unanimously approved to support the City with 450<sup>th</sup> Commemoration initiative. He noted that the next Steering Committee meeting would follow the appointment of the Federal Commission to ratify the final version of the strategic plan and approve the organizational chart. He pointed out that when the organizational chart was approved, there were volunteers and community resources ready to begin. He stated that there would be a challenge with the 450<sup>th</sup> Commemoration office effectively communicating with each committee, and he recommended consideration of expanding the staff for the Commemoration office.

Mayor Boles stated that one of the challenges the City was facing was that federal funding had not yet been approved. He pointed out that while the federal process had been progressing slowly, the City was fortunate to have Bill Leary, former employee for the Department of Interior, as a citizen. He explained that Mr. Leary had been serving as the City's government liaison for the 450<sup>th</sup> Commemoration.

Mr. Leary stated that the fourteen nominees submitted for the Federal Commission had completed the White House vetting process, and the charter had been drafted and approved. He added that

extensive financial disclosure statements were required, which was the final phase for the nominees. He announced that because the Federal Commission had not yet been created, funding was not included in the 2011 budget; however, the Department of Interior was aware of the issue and pledged to provide funding for 2011 through 2015. He noted that the Department of Interior was also trying to obtain funding for the Federal Commission for the current fiscal year. He stated that Secretary of Interior Ken Salazar could possibly be in St. Augustine to announce the appointed members of the Federal Commission. He explained that Secretary Salazar was interested in the connection between the history of St. Augustine and the Hispanic and Latino heritage. Mr. Salazar had encouraged the City to work closely with the Federal Commission of the National Latino Museum, which would be opening in the Smithsonian Mall, to assist one another.

Mayor Boles pointed out that the National Latino Museum would not be open prior to the 450<sup>th</sup> Celebration; however, the City could have preliminary involvement regarding traveling exhibits. He noted that Commissioner Jones would be meeting with Dr. Bunch from the African American Museum to include them in the same capacity.

Mr. Leary added that he had spoke with the curator for the Native American Museum, and they expressed interest in loaning artifacts for the *Peoples Before Ponce* period, if the City had the proper facilities.

Mayor Boles stated that the \$500,000 federal appropriations were designed to fund the Executive Director position, which would be hired by the Federal Commission, in addition to paying for the necessary offices and staff.

Commissioner Freeman questioned the title *First America*, and in what capacity would it be used.

Mr. Ste. Claire explained that the title had been developed through the initial planning with Mayor Jean Zeidler of Jamestown, Virginia. He stated that the name was designed to be compelling and to attract national and world wide attention. He added that there had been a positive response to the title.

Commissioner Crichlow suggested developing an official *First America* license plate.

Mr. Ste. Claire stated that the process was difficult, and because of current legislation all commemorative license plates were restricted until 2011; however, it was one of the goals for the 450<sup>th</sup> Commemoration. He noted that the process required \$60,000, short and long term business plans as well as marketing studies.

Commissioner Sikes-Kline suggested the Power Point presentation be included on the 450<sup>th</sup> Commemoration website. She stated that she had received questions and concerns from citizens regarding the following:

- Volunteer updates
- Regular progress reports
- City's capacity for the large number of anticipated visitors
- Infrastructure
- Addressing groups regarding ideas, suggestions and funding

Mr. Ste. Claire anticipated the communication would improve with the launching of the website, and he agreed that all information should be included. He stated that the St. Augustine Record and the St Augustine Report newsletter had been assisting with providing updates, information and feature stories to the public.

Commissioner Freeman suggested ensuring that the volunteers were receiving the St. Augustine Report newsletter.

Mayor Boles questioned the reason the newsletter could only be distributed via request.

William B. Harriss, City Manager, replied that the service used prohibited the distribution of spam; therefore, the recipient was required to submit a request.

Jamie Alvarez, 450<sup>th</sup> Program Coordinator, explained that a volunteer database had been created by Former Mayor George Gardner and the 450<sup>th</sup> Community Corps, and was being organized to place them in specific task forces. She stated that once the task forces were assigned and the Chairpersons were appointed by the Steering Committee, the volunteers would be contacted. She advised that she had been working with the City to create an official 450<sup>th</sup> Commemoration newsletter that could be distributed with the St. Augustine Report or the Heritage Tourism newsletters. She stated that she had been conducting research related to social media and suggested launching a Twitter page for the 450<sup>th</sup> Commemoration to provide regular updates to the public.

Commissioner Freeman questioned potential legal issues regarding the City having a Facebook or Twitter page, and whether there were other cities that used those forms of communication.

Ron Brown, City Attorney, explained the limitations of having Facebook were related to Commissioners being connected, and communication between them could potentially violate Sunshine Laws. He stated that the advantage of Twitter was that it was a one-way communication. He pointed out that social websites were a valuable means of communication; however, if the 450<sup>th</sup> committees were developed through the City, members would be bound by the Sunshine Laws.

Commissioner Jones questioned the Steering Committee progress.

Mr. Ste. Claire replied that the Regional Steering Committee had met twice to date. He explained that the first meeting was an organizational meeting, which included a presentation by Mayor Jean Zeidler. He stated that the second meeting involved specific constructs of the Commemoration, identifying legacies and presentations by organization that expressed desire to participate with the celebration. He advised that the subsequent Steering Committee meeting following the appointment of the Federal Commission would be to approve the Strategic Plan and to launch a blueprint of the event.

Commissioner Freeman questioned the role of a foundation related to the organizational chart if it was created.

Mr. Ste. Claire recommended creating an independent foundation as quickly as possible, because it could provide long term resources and the ability to receive foundation funding, corporate sponsorships and support from other countries.

Mayor Boles stated that the foundation would organize and promote and run the 450<sup>th</sup> Commemoration.

Commissioner Freeman questioned whether the City would fund the foundation.

Mr. Harriss replied that if the City was involved with the foundation it would become an entity of the City and bound by its same laws.

Commissioner Jones pointed out that the foundation being an independent body, could receive private funding.

Mr. Leary suggested establishing long term goals and making residents aware of what the benefits would be relating to the 450<sup>th</sup> Commemoration. He recommended creating a foundation that would be independent of the City and would be run similar to a business. He felt that the board of directors for the foundation should

consist of community and business leaders that residents knew and trusted. He stated that the Executive Director that would be appointed by the Federal Commission should be in charge of overseeing all of the subcommittees, and that the Steering Committee should become an advisory committee.

Mayor Boles stated that the original intention for the Steering Committee was for it to become a foundation. He pointed out that the City and its citizens had a responsibility to bare the burden for infrastructure, parking, police and fire personnel and other related issues; therefore, the City had to ensure it received a portion of revenue from the Commemoration.

Commissioner Sikes-Kline suggested the name *First America Foundation* and *First America Working Sessions*. She requested that Mr. Ste. Claire and Mr. Brown provide suggestions regarding the creation of a mission statement, necessary funding, feasibility, and an outline on how to create a foundation.

Commissioner Freeman felt that the foundation, vision for the 450<sup>th</sup> Commemoration and community benefit should be the priority of discussion for the subsequent meeting.

Ken Bryan, St. Johns County Commissioner, suggested including the 450<sup>th</sup> Commemoration in the workshop title to avoid confusion.

After a brief discussion it was determined that the workshops would be titled the "*First America / 450<sup>th</sup> Commemoration Workshops*".

Commissioner Jones suggested that the public be invited to speak at the subsequent meeting.

### 13. Adjournment

There being no further business, the meeting was adjourned at 3:31 P.M.<sup>2</sup>

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MAYOR

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CITY CLERK, CMC

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<sup>2</sup> Transcribed by Darlene Kirkland