

CITY OF ST. AUGUSTINE

First America: 450th Commemoration Workshop
July 21, 2010

The First America 450th Commemoration Workshop met Monday, July 21, 2010 at 9:00 A.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
Donald Crichlow, City Commissioner
Leanna S. A. Freeman, City Commissioner
Nancy Sikes-Kline, City Commissioner

Absent: Errol Jones, Vice Mayor/Commissioner, Excused

John Regan, City Manager
Carlos Mendoza, Assistant City Attorney
Timothy A. Burchfield, Assistant City Manager / Interim City Clerk
Mark Knight, Director, Planning and Building
Jim Piggott, Director, General Services
Mark Litzinger, Comptroller
Paul K. Williamson, Director, Public Affairs
Dana Ste. Claire, Executive Director of the 450th Commemoration Celebration/Director, Heritage Tourism
Jamie Alvarez, 450th Commemoration Program Coordinator
Loran Lueders, Police Chief
Mike Arnold, Fire Chief
Martha Graham, Director, Public Works
Darlene Kirkland, Recording Secretary

2. Brief Update on 450th Departmental Activities

Dana Ste. Claire, Director, 450th Commemoration Commission & Director, Heritage Tourism, stated that the agenda presentations represented the significant progress of the Commemoration celebration. He said that the 450th Commemoration office had been involved in numerous meetings nationally and locally, with the objectives of developing blockbuster events and creating national partnerships. He explained that there had been discussions regarding an exhibition partnership with the National Museum of the American Latino, which will eventually

become a museum in the Smithsonian Mall. He added that the National Museum for African American history had also expressed an interest in participation, in addition to a number of national, state and local organizations. He stated that the community had requested additional Discover First America program series, and listed possible programs as follows:

- Tapestry / cultural diversity
- Maritime history
- Military History
- Women's History
- Culinary Theme

Mr. Ste Claire spoke with regard to the status of a signature project; that being

reconstructing one of Menendez' Spanish ships in the Spanish Quarter.

Jamie Alvarez, Program Coordinator for the 450th Commemoration Office, stated she had traveled to Sarasota for the Florida Press and Education Services Conference and met with news outlets throughout the state, where she presented the 450th Commemoration and the mission. She noted she also met with state governor and senatorial candidates. She spoke with regard to an opportunity for the Spanish Quarter to work with Williamsburg in a sharing program to learn about the visitor experience in an effort for the Spanish Quarter to shift into a "first person" experience. She said that meetings were held with the St. Augustine Art Association to develop art programs, and that there were many local organizations are interested in program development. She is working with the teacher passport system which focuses on educating students. She added that a teacher's task force would meet in September with Ted Banton, St. Johns County Curriculum Coordinator of Social Studies.

Mr. Ste Claire mentioned that the exchange program with Colonial Williamsburg was not paid for by the City.

3. Presentation of 450th Website

Mr. Ste. Claire stated that the purpose of the website was to communicate the 450th Commemoration more effectively.

Ms. Alvarez presented the preliminary website which is broken down into three categories as follows:

- Our History
- Our City
- The Commemoration

She explained that the website contained the links to the following:

- Photograph gallery upload site for public posting

- Community information, parking, amenities
- 450th Commemoration schedule of events
- Planning – information on committees, special projects, how to get involved
- Press release links
- Contact page

Ms. Alvarez pointed out that the home page provided an interactive experience. She explained that she had attended social media event in Daytona to learn more about *Twitter and Facebook* to learn more about the City's options. A 450th *Twitter* page has been launched to reach additional audience.

Mr. Regan noted that Ari Sulfako, designer and artist for the website, had created imagery that represented various legacy periods of the programming.

4. 450th Steering Committee / Foundation

Mr. Regan introduced Don Wallis who was responsible for financing, sponsorship, fundraising elements for the 450th.

Don Wallis, Steering Committee member, stated that he reviewed the structure and organizational efforts of Jamestown commemoration and had hoped to emulate it with the First America Foundation. He said that role of the Steering Committee was to "steer", and a meeting would be scheduled, where committee members would be asked to consider becoming a member of the inaugural board of directors for the First America Foundation, Inc. He explained that the foundation was incorporated as a not-for-profit organization with Colin Bingham and himself as the incorporators, and the intention was to seek involvement by the Steering Committee; however, the board of directors would not be limited to committee members. How large of a board will be up to the steering committee.

5. 450th Marketing Proposal

Mr. Regan stated that there was a need to expedite major fund raising mechanisms. He explained that Ross Richardson had been put under contract to do specific activities including:

- Commemorative coin
- Commemorative stamp
- Florida commemorative license plate
- Trademark
- Merchandising program

Mr. Regan noted that the commemorative items would be solid fundraisers.

6. Commemoration Exhibition Space / Expo Pavilion

Mr. Regan stated that a real estate and architectural team were being put together to evaluate properties and prepare a needs analysis. He said that once the space was established, the programs could be marketed to organizations that have an interest.

7. Federal Commission Status

Bill Leary reported that the Federal Commission appointment would be imminent; however, the recent oil spill disaster had slowed the progress. He recommended that, in preparation of appointment, the Commission do the following:

- City staff work in conjunction with the Department of Interior for the announcement of the Federal Commission
- Determine a Federal Commission presentation location
- Endorse the First America Foundation, and prepare a contract for the partnership
- Provide nominees for a Federal Commission Executive Director
- Complete a exhibition venue needs assessment

- Prepare a solid business plan for all 450th Commemoration activities

8. City Commissioner Remarks

Commissioner Sikes-Kline expressed concern regarding the inclusion of the Town Plan and legacies on the website, and suggested including an event timeline on the 450th Commemoration.

Mr. Ste. Claire stated that the First America narrative referred to the 1573 Town Plan.

Mayor Boles felt that specific activities should be included in the timeline of events.

Mayor Boles questioned whether inquiries for exhibitions had requested information on potential space requirements and locations, and the response was affirmative.

Mr. Ste. Claire further responded that some traveling exhibits required a "facilities report," and information regarding fire suppression, climate control and security. He added that 15,000 to 60,000 square feet of space were required for some traveling exhibits; however, the City's could accommodate exhibitions requiring 4,500 to 5,000 square feet.

Mayor Boles pointed out that traveling exhibitions were revenue generating opportunities.

Commissioner Freeman questioned whether larger exhibitions could be reduced in order to fit in the spaces available, and the response was affirmative.

Mr. Regan stated that a needs assessment could be broken down in terms of building space, use of existing space and creative space concepts. He noted examples of existing space that could be remodeled or a structure could be constructed as follows:

- Visitors Information Center
- 3-D world

- CVS on San Marco
- Government House
- Property in front of the Marina

Mr. Regan stated that the specifications for each space would include price range, construction costs and how it would fit within the programming.

Mayor Boles mentioned that the construction/renovation of properties were suggestions, and would be only completed through partnerships.

Mr. St. Claire noted that a priority would be adaptive re-use of existing buildings.

Mayor Boles questioned whether the City would contract with one foundation only, and the response was affirmative.

Commissioner Freeman asked when the Commission would be making a decision on whether to partner with the First America Foundation of if they should review other foundations.

Mr. Regan stated that the Commission would review and approve foundation partnerships. He said that there could be multiple municipalities involved; therefore, all would have to come together politically to accept foundation partnerships. He noted that the City could invest \$108,000 annually, and should be first to invest in the Foundation in order to encourage other entities and citizens to enter into partnership agreements. He stated that detailed schedule of contractual services had been prepared, and would be presented to the Commission at a subsequent meeting. He pointed out that the City was at a critical moment as a community to begin facilitating trade marking, events, donations, and developing partnerships with the private sector, in which a foundation could operate at faster pace.

Mr. Wallis stated that it was incumbent on private sector to organize the First America Foundation and present itself to the Commission.

Mayor Boles questioned whether the Commission should send letters to Steering Committee members encouraging their involvement in the foundation, and the response was affirmative.

Mr. Regan stated that the 450th Steering Committee would provide a recommendation to the Commission regarding the appropriate future of the committee, and whether the committee should be sunsetted. He noted that committee members transitioning to the First America Foundation could not be sanctioned by the Commission because of Sunshine Laws.

Commissioner Sikes-Kline expressed appreciation for the presentations, and felt that progress was being made. She requested that the foundation endorsement be included on the agenda for the next Commission meeting in order to move along more quickly as well as instructing the City Attorney's office to prepare the Foundation contract.

Mayor Boles stated that Department of Interior Secretary Ken Salazar had expressed interest in being present in St. Augustine to formally announce Federal Commission.

Mr. Regan had expressed appreciation to Mayor Boles, Bill Leary and Dana Ste. Claire. He pointed out that Secretary Salazar honors only approximately 2% of the valid requests to attend ceremonial functions; therefore, it was a huge deal that he expressed and interest in attending. He stated that details need to be worked out, because major media outlets would be in attendance to report on Secretary Salazar's activities.

Commissioner Sikes-Kline expressed concern regarding lack of resources for the events.

Mr. Regan stated that the First America Foundation would work with the community, and would network itself to gather resources; therefore, citizens should not feel like they were carrying the burden.

Commissioner Crichlow questioned the Foundation's responsibilities, and the City's responsibilities.

Mr. Regan replied that the Foundation was the hub, and the City was a partner. He stated that the City should focus on infrastructure, creation of space and how to support the commemoration with City resources. He said that the Foundation would determine financing for events and provide connectivity for investors and commemoration events.

Commissioner Freeman felt that creating the Foundation would allow the Commemoration to become a community planned event.

Commissioner Crichlow felt that the concept of the planning was established and was ready to begin.

Mr. Regan advised that Ross Richardson had stated that "the commemoration would likely unfold in three phases: conceptualization, development and implementation". He added that the City had completed the conceptualization and awareness was at a national level; therefore, it was time for development and implementation.

Commissioner Sikes-Kline expressed appreciation for the community attendance, and she encouraged continued involvement.

Father Tom Willis closed meeting with prayer.

9. Adjournment

There being no further business, the meeting was adjourned at 10:26 A.M.¹

MAYOR

CITY CLERK

¹ Transcribed by Lucy Fountain