

Strategy To Reality: Implementing The St. Augustine Historic Area Strategic Plan

St. Augustine Art Association

22 Marine Street, St. Augustine, Florida

Thursday, February 26, 2009

1:00 PM to 5:30 PM

1:00 Open House Exhibits from Colleges of the University of Florida

1:15 Welcome

Ed Poppell, Vice President for Business Affairs, University of Florida – Master of Ceremonies

Honorable Representative William L. “Bill” Proctor, Florida House of Representatives

Honorable Mayor Joseph Boles, City of St. Augustine

1:30 Perspectives on Historic Preservation and Heritage Tourism for St. Augustine

Dr. Susan R. Parker, Executive Director, St. Augustine Historical Society

Dr. Michael Gannon, Distinguished Service Professor Emeritus, University of Florida

1:50 Strategic Plan Overview

David Sweeney, Vice President, Reynolds, Smith and Hills, Inc.

2:05 Historic Preservation as Economic Stimulus

Kerri L. Post, Vice President of Industry Relations, Visit Florida

2:30 Break

2:45 Historic Preservation and the Education Mission

Kirk Cordell, Director of the National Center for Preservation Technology & Training, National Park Service

3:15 Successful Partnerships for Historic Preservation and Heritage Tourism

Honorable Mayor Jeanne Zeidler, City of Williamsburg and former Executive Director of Jamestown 2007
and Chair, Historic Triangle Jamestown 2007 Host Committee

Elliot H. Gruber, Vice President and Chief Operations Officer, Gettysburg Foundation

4:15 Closing Remarks

Dr. Barbara Mattick, Chief, Bureau of Historic Preservation, Florida Department of State (*invited*)

Ed Poppell, Vice President for Business Affairs, University of Florida

4:30 Reception and Open House Exhibits with Performances by the UF College of Fine Arts

(free shuttle trolley to the Downtown Parking Garage runs until 5:45)

State Representative William "Bill" Proctor

Dr. Bill Proctor; State Representative for District 20, serves on the Military and Local Affairs Committee, the State Universities and Private Colleges Policy Committee, the Select Policy Council on Strategic & Economic Planning, the Education Policy Council and the Full Appropriations Council on Education & Economic Development. He is also the chair of the State Universities and Private Colleges Appropriations Committee. Up until his election to the State House of Representatives, he served as one of seven members of the Florida Board of Education. He was appointed by Governor Jeb Bush in July, 2001, and in order to accept the position, Rep. Proctor resigned as President of Flagler College, a position he had held since 1971. He continues his service to the College in the position of Chancellor. Most recently, he was appointed Interim Athletic Director at Florida State University, a position he held from October 2007 to February 2008.

Rep. Proctor is a former Chairman of the Board of Trustees of the Florida School for the Deaf and the Blind, and a former vice-chairmanship of the Florida Education Standards Commission. He served two terms on the Commission on Colleges of the Southern Association of Colleges and Schools and continues to serve on the Board of Directors of the Teacher Education Accreditation Council. Rep. Proctor was appointed by the Florida Commissioner of Education to the state's Teacher Preparation Program Approval Committee. He is a former Chairman of the Independent Colleges and Universities of Florida and of the Commission on State Relations of the National Association of Independent Colleges and Universities. Rep. Proctor earned his Ph.D. degree in Education Administration from Florida State University and has been honored by that institution with the Distinguished Educator Award and membership in the FSU Athletic Hall of Fame.

Among other awards presented to Rep. Proctor in recognition of his distinguished professional and community service are: the Liberty Bell Award, presented by the Independent Colleges and Universities of Florida; the Order of La Florida, the City of St. Augustine's Highest Honor; Secretary Jim Horne's Life Education Achievement Award; and the Distinguished Service Award, presented by the Florida Association of Colleges and Universities.

Mayor Joseph L. Boles, Jr.

Joseph Boles has been serving as the Mayor of the City of St. Augustine since being elected to this office in 2006. He was previously elected as a City Commissioner, Seat 3, in 2004. Currently he serves on the Board of the St. Johns County Council on Aging as its President and Chairman of that Board. He is the Vice President of the St. Johns County Welfare Federation, and serves on the Buckingham Smith Benevolent Association Board, and the Rotary Club of St. Augustine. He has previously served as President of the St. Augustine Art Association Board and served as Secretary of the CHILD Cancer Fund Board. Until recently he was a member of the Flagler Hospital Board and the Flagler Hospital Foundation Board. He was one of the founding board members of the St. Augustine Lighthouse and Museum, Inc. and served as Chairman of that Board for two years. He was a founding board member for the First Tee of St. Johns County and a member of the American Cancer Society Board for St. Johns County. He was a past President of the St. Augustine Rotary Club and previously was a Chairman of the City of St. Augustine Planning and Zoning Board during the development of the City's Comprehensive Land Use plan. Mayor Boles holds a Bachelor of Design and Advertising Design from the University of Florida, and a law degree from the University of Florida College of Law. He was admitted to practice in the fall of 1984, and continues to operate his law practice in St. Augustine.

Dr. Susan R. Parker

Dr. Parker became the Executive Director of St. Augustine Historical Society in August 2007. Prior to that, she served as an historical preservation consultant with the State Historic Preservation Office and historian for State's Historic St. Augustine Preservation Board. She has taught Florida history at the University of South Florida and University of North Florida; and is one of the contributing authors in *the New History of Florida* (University Press of Florida) and the forthcoming book on the Indian Wars, also from Florida Press. Dr. Parker holds a Ph.D. from University of Florida with specialty in colonial Americas. Her research and writing focus on the lives of the ordinary persons in Spanish colonial times.

Dr. Michael Gannon

Dr. Michael Gannon is Distinguished Service Professor Emeritus of History at the University of Florida. Born in Oklahoma, he attended high school in St. Augustine, Florida. He holds graduate degrees from Catholic University in Washington, D.C., the Université de Louvain in Belgium, and the University of Florida. Dr. Gannon has had a long interest in the Spanish colonial history of Florida, about which he has written extensively. A prolific writer, Dr. Gannon has written nine books, co-authored two, and contributed to numerous other books, journals and publications on various topics of American History including Spanish, Hispanic, religious, Florida, naval, and military history. He is also the author of a two-act stage play entitled "Marjorie Kinnan Rawlings on Trial," that had its premiere performance in July 1997. Several of his books have been published internationally in Spain, Germany, Japan, China and the United Kingdom. Dr. Gannon's expertise has been tapped for several documentaries airing on the Discovery Channel, PBS, ITN in London, and National Geographic Explorer. His book, *Operation Drumbeat*, a history of Germany's first U-boat operations along the American coast in World War II, became a national best seller and the subject of a National Geographic Explorer program which won an Emmy as the Best Historical Program of 1992. He has lectured widely in this country, Spain, Germany, Italy, Mexico, Canada, and the Caribbean. And he speaks regularly to government, leadership, history, literary and library groups throughout the state of Florida.

Dr. Gannon's awards and accolades are too many to enumerate, but one highlight came in June 1990 when the King of Spain, Juan Carlos I, conferred on him the highest academic award of that country, Knight Commander of the Order of Isabel la Católica. More recently, he received a Lifetime Achievement Award from the Florida Historical Society in 2004. In 2005, the steel and concrete bridge at Mission Nombre de Dios in St. Augustine was dedicated as "Michael Gannon Bridge". And, on September 18, 2007, Dr. Michael Gannon was awarded the highest decoration of the City of St. Augustine, the Order of La Florida.

David Sweeney

Mr. Sweeney currently serves as Vice President and Director of Operations for the Transportation / Infrastructure Program of Reynolds, Smith and Hills (RS&H), a Jacksonville based architectural, engineering and planning consulting firm. Mr. Sweeney is a registered Professional Engineer in Florida, New York, Georgia, Texas and Mississippi. He is also a member of Chi Epsilon, FICE, NSPE, and ASCE. In addition to assisting the University of Florida in developing the St. Augustine Historic Area Strategic Plan, Mr. Sweeney also served as the design Project Manager for the Bridge of Lions Rehabilitation in St. Augustine, Florida. He is a graduate of Rensselaer Polytechnic Institute with a Bachelors of Science degree in Civil Engineering.

Kerri L. Post

Kerri L. Post is Vice President of Industry Relations for VISIT FLORIDA, the industry-driven, not-for-profit private/public partnership responsible for Florida's global tourism marketing efforts and the state's official source for travel planning. Ms. Post is responsible for redesigning the Partner Program to focus on enhancing customer service and increasing industry representation and engagement in VISIT FLORIDA marketing programs. Currently she is also working with a Committee of state and tourism leaders spearheading efforts to recognize Florida's Spanish Colonial Heritage and promote Florida's rightful place in American History.

Ms. Post, a second-generation Florida native, serves on numerous committees and boards. Most recently she serves on Americans for the Arts—Partners in Tourism, The Florida Association of Museums Foundation, The Great Florida Birding Trail Steering Committee and the Florida Dept. of Transportation's Scenic Highway Advisory Committee. She was also named one of Florida's Tourism & Hospitality "Trendsetters" by *Florida Trend* magazine. Ms. Post graduated with a Bachelor of Science in marketing and economics from the University of South Florida and resides in Tallahassee, Florida.

Kirk A. Cordell

Kirk Cordell was named Executive Director for the National Center for Preservation Technology and Training in 2002. With more than 28 years of experience in the National Park Service (NPS), he has served in a number of preservation-related positions during his career. Prior to coming to the Center, he served as the Chief of all Park Cultural Resources programs in the Southeast Region. Early in his career with NPS, Mr. Cordell served in the region's State Historic Preservation Office (SHPO) Program Review and Preservation Tax Incentives programs. He became Chief of Cultural Resources Planning in 1987 and served in a variety of management roles, including a stint as Associate Field Director for Resources Management, before assuming responsibility for the region's park cultural programs in 1996. Prior to coming to NPS, he served as an architectural historian for the Louisiana State Historic Preservation Office. A native of Richmond, Virginia, Mr. Cordell was an Echols Scholar at the University of Virginia, where he received a bachelor's degree in architectural history. He also completed graduate work in architectural history and preservation planning at Cornell University.

Mayor Jeanne Zeidler

Jeanne Zeidler became the City of Williamsburg's first female Mayor in July 1998. She was elected to the Williamsburg City Council in 1994, 1998, 2002, and 2006 serving as Vice Mayor from 1996-1998, and as Mayor from 1998 to the present time. Prior to her election to City Council, Ms. Zeidler served for four years on the Williamsburg-James City County School Board, including service as both Vice Chair and Chair of the Board. She has served as a Williamsburg Redevelopment and Housing Authority Commissioner, board member of the Williamsburg Area Chamber of Commerce, the School Liaison Committee, as well as on other boards and commissions.

Jeanne Zeidler has worked in museums, cultural and educational institutions for over thirty years, including 21 years as director of the Hampton University Museum. She is the author, co-author, or contributor to books, chapters, and articles on history and art, and has served on national advisory committees. Most recently, Ms. Zeidler was the executive director of Jamestown 2007 and chair of the Historic Triangle Jamestown 2007 Host Committee.

Ms. Zeidler is a member of the Williamsburg Rotary Club and was the first woman to hold the office of club president. She is a Life Member of the NAACP, and a member of the Williamsburg Area League of Women Voters. She holds a B.A. degree from the University of Wisconsin and a M.A. from the College of William and Mary.

Elliot H. Gruber

For more than six years Mr. Gruber has worked at the Gettysburg Foundation. Initially hired to run the capital campaign and public relations and marketing efforts, he is now responsible for the entire operations of the new Museum and Visitor Center in Gettysburg including ticketing and reservations, facilities, and visitor services. He also oversees the accounting and human resources functions for the organization. Mr. Gruber has spent more than 20 years in the non-profit sector working for such organizations as the National Parks Conservation Association, the Civil War Trust and The Ocean Conservancy and has experience in fundraising, membership, budgeting, and programming where he has successfully increased the capacity and capabilities of each organization with which he has worked.

Dr. Barbara Mattick

Dr. Barbara Mattick is the Bureau Chief and Deputy State Historic Preservation Officer for Survey & Registration in the Bureau of Historic Preservation at the Florida Department of State. She began her career in historic preservation as the Assistant Historian for the 1902 Capitol Restoration. From 1980-1988, she was a research librarian in the Florida Collection at the State Library of Florida. She left the library to become the Historic Sites Specialist in the Bureau of Historic Preservation, specializing in the preparation of National Register nominations for North Florida and eventually for all archaeological nominations. Through her career, she has served as the supervisor of the Survey & Registration Section, responsible for Florida's National Register Program; and Acting Bureau Chief before becoming the Bureau Chief in 2005 for the Bureau of Historic Preservation. She also teaches an Historic Preservation course for the Public History program at Florida State University. Dr. Mattick holds a B.A. degree in American History from Emory University; a M.A. degree in American History from FSU; a M.S. degree in Library Science from FSU; and a M.A. degree from FSU in anthropology with an emphasis on historical archaeology. In April 2008, she completed a doctoral degree in American history at Florida State University, with an emphasis on the American South. Her dissertation, "Ministries in Black and White: The Catholic Sisters of St. Augustine, Florida, 1859-1920," is about the work of the Sisters of Mercy and Sisters of St. Joseph in the context of the history of blacks, women, and Roman Catholics in Florida and the South in the late nineteenth and early twentieth centuries.

College of Fine Arts

Our singers on are:

Thaddeus Pearson

Melody Goodell

Sueli Cavalacanti

Our actors are:

Alexander Hernandez

Chris Kite

Daniel Flores

Our piano player is **Brian Hargrove**

Tony Mata is the Founding Artistic Director and **Kevin Marshall** is the Producer of *Florida's First Coast Arts Festival* that will take place May 18-24, 2009 at the St. Augustine Amphitheatre