

FRIENDS OF MISSION SAN LUIS, INC.
BOARD MEETING
Thursday, June 11, 2009; 6:00 P.M.
Archaeology Lab, Mission San Luis
2100 W. Tennessee Street, Tallahassee, Florida

Minutes

Participants:

Directors: Ms. Carol Bryant-Martin; Mr. Antonio Carvajal*; Dr. Charlton Prather; Mr. Dave Ramsay, Chairman; Ms. Jaimi Wacksman; and Mr. Vern Williams

Staff: Mr. Jerry Lee; Mr. Steve Mathues; Dr. Bonnie McEwan; Ms. JuDee Pettijohn; Ms. Jessica Shiver; Ms. Karin Stanford; Ms. Cookie Stevens; Dr. Ryan Wheeler; Ms. Jan Wiley

Guests: Ms. Halley Locke, representative for Ms. Jane Marks

*Indicates conferee by telephone

- I. Chairman Ramsay began the meeting at 6:00 P.M. in the Archaeology Lab, Mission San Luis, Tallahassee, Florida. The meeting was confirmed as being properly noticed. Role was called and quorum was noted. Mr. Ramsay welcomed Deputy Secretary of State JuDee Pettijohn to the meeting and introductions were made.

- II. The Board approved the minutes from the Board Meeting on March 12, 2009 and reviewed and accepted for filing minutes of the Executive Committee Meetings of April 13, 2009 and May 11, 2009.
MOTION TO RECEIVE AND APPROVE BOARD MINUTES FOR FILING: Mr. Williams
MOTION SECONDED: Dr. Prather
MOTION APPROVED.

- III. Review Start Up Costs for New Visitor Center
 - a. Mr. Williams reviewed the Investment Report prepared by Mr. Bill Longan, Jr. of SunTrust Bank. The data was for the period ending May 31, 2009 and reflected a 3.1% YTD gain. Mr. Ramsay asked that Mr. Longan be invited to personally be in attendance for his presentation at the September meeting.
MOTION TO ACCEPT THE PORTFOLIO STATEMENT: Mr. Williams
MOTION SECONDED: Dr. Prather
MOTION APPROVED.
 - b. Mr. Williams reviewed the Fiscal Year 2008-2009 Income Statement and praised Mr. Ramsay and Ms. Shiver for the orderly fashion in which the information has been reorganized. He pointed out that the clarity will significantly improve financial oversight going forward. Mr. Ramsay restyled the Budget in a cost center format to align revenues with associated expenses for each activity allowing for accelerated management decisions. Dr. Prather thanked all involved for their hard work and contribution.
MOTION TO ACCEPT THE FY 2008-2009 INCOME STATEMENT: Dr. Prather
MOTION SECONDED: Ms. Wacksman

MOTION APPROVED.

- c. Mr. Ramsay reviewed the Proposed FY 2009-2010 Budget, including Admission Fees, Banquet Facility Rental Fees, and Gift Shop income with food/beverage sales. Revenues are budgeted at \$99,879 (up 59.3%), with expenses projected to be \$55,553. Net income is planned at \$44,326. As revenue projections are confirmed, additional requests for expenditures are expected to be received and considered.

MOTION TO ACCEPT THE 2009-2010 BUDGET: Dr. Prather

MOTION SECONDED: Ms. Wacksman

MOTION APPROVED.

IV. Funding Source For Merchandise & Furnishings in New Visitor Center

Mr. Ramsay proposed FOMSL execute a \$30,000 line of credit from the Endowment Fund. Proceeds will be used to expand the gift shop inventory and to purchase furnishings for the new Visitor Center. The line is expected to be repaid, with interest, at the rate of 5.0% per annum within one year. Proceeds for repayment will be generated from increased gift shop revenue, collection of recently approved admission fees, and new banquet room rental fees.

MOTION TO OBTAIN THE LINE OF CREDIT: Dr. Prather

MOTION SECONDED: Ms. Bryant-Martin

MOTION APPROVED.

V. Marketing Committee

Ms. Wacksman reported that the Committee has concentrated its efforts on the December 13 opening of the Visitor Center and acknowledged it will be a very big day. Activities will include the Board Meeting, the Commemorative Mass, and formal activities associated with the Grand Opening. She said plans for the Grand Opening are on hold until a budget is known. In the meantime, the Committee will review the FSU Communications Report and will come to the next Board meeting with recommendations based on their findings. Mr. Ramsay reported that the Spanish Consulate General, Señor Cabanas, will request the Spanish Ambassador from Washington, DC be present at the Grand Opening. Señor Cabanas also requested that Mr. Ramsay formally write him a letter, inviting the King and Queen of Spain to visit the Mission in 2013.

VI. Strategic Planning

Dr. Prather said the strategic plan is in place but has not been activated to his knowledge. Dr. McEwan said it has been reviewed and approved by Secretary Browning and she thanked Dr. Prather for a job well done. Dr. Prather said one of the items in the plan is to relocate the blacksmith shop. The President of the Florida Blacksmith Association has advised him that their Board has agreed to finance any reasonable cost for the relocation of our blacksmith shop.

VII. Catering Agreement

Mr. Ramsay presented a copy of the proposed agreement with the University Center Club pointing out that the text in red ink signifies changes that have been made to earlier versions of the document. He requested the Board approve the agreement in substance,

with authorization to allow counsel to review, make minor changes if necessary, and for him then to execute the agreement. If there is a substantial change, the agreement would be brought back to either the Executive Committee or the Board of Directors. Mr. Williams asked if the University Center Club would provide us their revenue numbers generated from catering activities at the MSL facility for the next two years. At that time we would then be in a position to intelligently shop other vendors if we choose to.

MOTION TO APPROVE CATERING FACILITY AGREEMENT WITH TWO PROVISIONS:

1. Counsel to review additions to the agreement and make minor changes.
2. Stipulate access to University Center Club revenues produced by use of our facility.

MOTION: Dr. Prather

MOTION SECONDED: Mr. Williams

MOTION APPROVED.

VIII. Media Coverage of MSL

Dr. McEwan reported we have had many successful events in the last four months that resulted in a great deal of favorable coverage. Mr. Ramsay mentioned he and Dr. McEwan took both the Publisher and Executive Editor of the *Tallahassee Democrat* on a hard-hat VIP tour and they may do a supplement in the newspaper and/or an article in the *Limelight*. Dr. McEwan reported they may also provide an on-line tour of the new Visitor Center.

IX. Potential Impact of State Budget Cuts

Ms. JuDee Pettijohn said the OPS budget for the Mission has been reduced by approximately \$900,000. Usually, a portion of this money is used for maintenance in the second half of the year. Dr. Wheeler said he will develop several strategies, taking into consideration the budget cuts, and present them to Ms. Pettijohn in the near future. There will not be any layoffs of current OPS employees, however, employee replacement should no longer be assumed.

X. Visitor Center Update

The Visitor Center construction is on time and on schedule. A tour was not possible because the floors were wet from finishes.

XI. Tag Sale

Dr. McEwan reported that in three hours we made \$900 for the Friends from the sale of donated items. More tag sales will be planned for the future and all are encouraged to donate. A donation form was created for anyone who cares to donate and desires a tax deduction.

XII. Miscellaneous

Meeting Schedule

Mr. Ramsay has a scheduling conflict that would prevent him from attending the previously scheduled September 10 Board meeting and asked that it be rescheduled to September 17.

MOTION TO CHANGE MEETING DATE TO SEPTEMBER 17: Mr. Williams
MOTION SECONDED: Ms. Jaimi Wacksman and Ms. Bryant-Martin
MOTION APPROVED.

Letter of Agreement between DHR and FOMSL

Chairman Ramsay presented the Letter of Agreement to the Board and stated most language remained the same. Only management of admission fees and prepackaged food and beverages were added to the Letter of Agreement.

MOTION TO APPROVE THE NEW LETTER OF AGREEMENT: Mr. Williams
MOTION SECONDED: Ms. Wacksman
MOTION APPROVED.

Pedro Menéndez Statue

The Spanish Florida Foundation has informed the Governor that it plans to present a statue of Pedro Menéndez to the State of Florida. Dr. McEwan informed us that Pedro Menéndez founded St. Augustine and was the first Governor of Florida. Ms. Pettijohn said although St. Augustine has several Menéndez statues, they have first right of refusal for the new statue and want to exercise their right to have the statute erected in St. Augustine. However, if their plans change, MSL remains the probable alternate location.

Donor Cultivation

Mr. Ramsay reported that following a VIP hard-hat tour, Mr. Hal LaBatt was so impressed with the Visitor Center that he wrote MSL into his and his wife's estate plan providing for a gift of \$25,000 at the time of their death. Hal and JoAnne LaBatt selected El Mercado as a naming opportunity. Their attorney will give MSL a copy of the appropriate language used in the LaBatt estate planning document.

Other Business

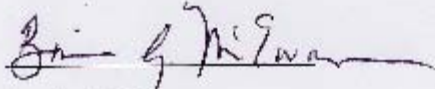
Mr. Williams voiced a suggestion from our investment advisor, Mr. Longan, that we consider moving the dates of our Board meetings to the first month after the end of each quarter. By doing so, we would receive from him more information. Dr. McEwan said our meeting schedule is timed around our fiscal year which starts July 1. The schedule affords the best data to make projections for the new budget. There was no support for the proposed change.

MOTION TO ADJOURN MEETING: Mr. Williams
MOTION SECONDED: Dr. Prather
MOTION APPROVED.

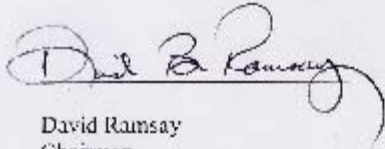
XIII. Meeting adjourned at 8:00 P.M.

Date: September 17, 2009

Authorized Signatures:

A handwritten signature in cursive script, appearing to read "Bonnie G. McEwan".

Bonnie G. McEwan
Executive Director

A handwritten signature in cursive script, appearing to read "David B. Ramsay".

David Ramsay
Chairman