

1999

## Directors Meeting

Florida Historical Society  
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MINUTES  
FLORIDA HISTORICAL SOCIETY  
BOARDS OF DIRECTORS MEETING  
Saturday, January 23, 1999

The Board of the Florida Historical Society met in Cocoa on Saturday, January 23, 1999. In attendance were:

Patti Bartlett, Secretary  
Tom Bowman  
Nancy Buckalew  
Mary Ann Cleveland  
Bill Coker, President  
Ernest Dibble  
Clyde Field  
George Franchere  
Kari Frederickson  
Don Gaby  
Louise Gopher

Pamela Hall  
Sandra Johnson  
Marinus Latour  
Bill Marina  
Niles Schuh  
Robert Snyder  
Bob Taylor  
Ada Williams  
Lindsey Williams  
Nick Wynne

President Bill Coker called the meeting to order at 10:00 a.m. Minutes for the annual meeting were approved and seconded (Clyde Field and Ada Williams). Board members were divided into committees and then went to their assigned committee meetings and worked on their tasks until lunch.

The full Board reconvened at 1:00 p.m.

**Old Business**

Dr. Wynne made his year-end report. Included with his report were preliminary balance sheets and a profit and loss statement for 1998; the final reports will be presented at the Annual Meeting in 1999. Dr. Wynne pointed out that the \$11,000 deficit is actually under his initial estimate of \$15,000, which the board had approved at an earlier meeting. Although the Society has no large outstanding liabilities, we do have a cash flow problem and need to raise money. The smaller-than-expected response from the Annual Appeal is thought to be the result of widespread decrease in overall dona-

tions from our usual donors, or perhaps they are delaying contributions until 1999. The deferment of the director's salary was briefly discussed, with Dr. Wynne repeating his decision not to accept his full salary until the cash flow problem is resolved. It was moved by Clyde Field and seconded by Pam Hall that Debbie Morton's salary be raised by \$2,000. Motion carried unanimously.

Dr. Wynne stated that the Society was still feeling the loss of the annual USF stipend of \$15,000. Now that the Society has a display facility open to the public, we are eligible to apply for grant funding from the Division of Cultural Resources in the amount of \$10,000 to \$30,000.

The continuing deterioration of the Rosetter House was discussed. Dr. Wynne has had a response to his letter to Bill Potter, attorney for the estate; his letter asked if some basic maintenance could be undertaken. The attorney has indicated his readiness to spend \$100,000 on the house; the Rosetter Foundation will write the preservation grant and will collect a small administration fee on that amount.

### New Business

A tentative budget for FY 1999 was presented. Nick Wynne said this would change according to the Finance Committee's recommendations. One expense on the list—a membership solicitation sent to members of the Florida Humanities Council—is estimated to result in 250 new members. The annual purging or removal of non-renewing members will probably take about 100 people off our membership list. Those people will be resolicited.

Sales of excess copies of the *Quarterly* will also bring in some money. The University of Central Florida will begin to scan the *Quarterly* into a statewide database. This will result in the elimination of the need for an Index since the scanned journals will be accessible with a keyword search capability.

Committee reports were given:

The Finance Committee reviewed and approved Nick Wynne's report and the suggestions for fund raising. Don Gaby suggested that the Society sell bonds, payable at some future date; both Daytona Beach and Pinellas have used this approach, and after being paid principle and interest, few of the bonds are actually re-



deemed. Marinus Latour stated that if we follow this route, we cannot use the principle provided by Rosetter Fund to guarantee those bonds. Lindsey Williams was opposed to using income from the bonds for operating income—felt this would reflect a basic weakness in our operating procedures if we were to do so. Bill Coker is to appoint a committee to look into the issuing of bonds. The finance committee did recommend an increase of \$5.00 in each category in our dues structure. Don Gaby moved, with Bob Taylor seconding, that we present the dues increase proposal to our general membership in May.

The Finance Committee also recommended that we increase the registration fees for our Annual Meeting by \$15.00 in each category. George Franchere made the motion, Bob Taylor the second for this proposal; motion passed unanimously.

Clyde Field of the Finance Committee suggested that we sponsor a raffle at the Annual meeting, selling 200 tickets at \$100 each, with the winning ticket holder getting half of the proceeds, and the FHS the other half. Bill Coker asked Nick Wynne to look into this idea.

The Finance Committee felt that the Historical Confederation could be of considerable support to the Society. The status of the Historical Confederation was explored. Nick Wynne said there was some funding in the budget for operation of the Confederation. A committee, led by Pam Hall, was appointed to explore ways the Confederation could be of service. Committee members appointed were Mary Ann Cleveland, Sandy Johnson, George Franchere and Clyde Field.

The Reorganization Committee was charged with exploring ways to make the FHS more relevant to the people of Florida, and whether changing our structure and the subsequent modification of our By-laws would be part of this process. Bob Taylor said the committee liked in principle the regional vice presidents approach suggested by Dr. Wynne. The Committee also felt that the Historical Confederation would be another way to link the Society directly with local and regional historical societies. A Speaker's Bureau, to help provide speakers for area historical societies, was another idea, as was an association membership for someone who already belongs to a local historical society. Nick Wynne suggested that the committee's recommendations be examined in the light of strategic planning. Pam Hall and Bob Taylor to co-chair the strategic planning committee with Tom Graham and Bill Marina. Their five-year plan will be reported at the April meeting.

Marinus Latour reported for the Nominations Committee. The committee discussed potential board members, taking into consideration special interests, skills, and geographic location/FHS regions. A proposed member and an alternate were chosen for each upcoming slate. These individuals will be queried and a final slate chosen by the end of February for presentation to the general membership at the April meeting.

The Publications Committee met to consider several issues. After discussion, the committee's recommendations were to approve the addition of paid advertising in the *Quarterly*; not to pursue special-interest sponsorship of individual issues; to approve FHS sponsorship for publication of Florida-related manuscripts, in cooperation with St. Leo's Press Publication, and to ask for printing bids from other Florida printers for the *Quarterly*.

The Annual Meeting 2000 Committee took under advisement the meeting site for the year 2000. Since our Key West board member has resigned, we would have no "on-site" rep. This, coupled with FHS member concerns about the distance and expenses involved, caused the AM 2000 Committee to evaluate the choice of Key West as a site. With regret, the committee agreed to postpone meeting in Key West, probably until 2002. Pensacola has agreed to move their invitation from 2001 to 2000; the Lake County Historical Society has asked to be considered as a site and can be queried for 2001.

Dr. Wynne reported that the 3,500 labels had been ordered from the Florida Humanities Council. He will design and have produced a four-color membership solicitation brochure to use in that mailing. Usual response to solicitations of this type is one percent. Estimated mail date for solicitation is four weeks after the labels are received.

## Reports

Dr. Frederickson reported that the winter issue of the *Quarterly* was in the mail and should reach board members within a few days. This issue is a thematic issue on the Civil War in Florida; some of the articles are suitable for our proposed Civil War anthology. The spring issue has been sent to the printer; the theme is female activists in Florida. Issues through Spring of 2000 are planned. She said that sixteen-to-twenty books are reviewed in each issue. Dr. Wynne commented that he has received many compliments on the "new" *Quarterly*. Dr. Coker asked that page numbers be added to the book review section in the table of contents.



The Tebeau-Field Library will be closed for renovations from April 1 to September 1. The first golf classic benefitting the Library has netted about \$11,000. Membership is about 600. Response to the popular magazine, *Horizons*, has been positive. The bookstore continues to create a positive cash flow, and the holdings of the shop are on the internet. The Library's board continues to be actively involved in the Library. Saturday lecture series are very popular. Ten volunteers put in over 400 hours a week. Collections are growing, including Cape Canaveral items and Spanish-American War maps. He suggested that the 2002 Annual Meeting take place in Cocoa, and showcase the Library. The Library is planning a film festival during 1999 featuring films made in Florida by Floridians.

Dr. Wynne asked Board members to donate current and older books on Florida history to the Society, both for our own archives and as a source of revenue from the periodic book sales the Society hosts. It was suggested that our extras be sold through the consortium of used book dealers on the net.

Although the Pioneer Days event was successful, there will be no Pioneer Days during 1999 due to the construction on the nearby park and the construction on our own library. Clyde Field asked board members to support the next golf tournament, either as individuals or through their businesses. The tournament is planned for Rockledge Country Club in the fall.

Dr. Wynne suggested that all board members check out *Today in Florida History* on the net. New facts are being compiled for next year; we may also compile the information for publication, either as a Florida factual atlas or as a calendar/page-a-day.

Dr. Wynne concluded by commenting that the Society has made remarkable progress in the past year, and the high calibre of both the staff and volunteers has made a very significant contribution to this progress.

There being no further business to come before the board, the meeting was adjourned at 4:00 p.m.