

Northeast Regional Center  
Quarterly Report October 1—December 31, 2010



“Dress Like Carl” night at SAA Lecture, Flagler Room.

Sarah E. Miller, Director  
Amber Grafft-Weiss, Outreach Coordinator  
Toni Wallace, Robbie Moore, Sarah Bennett

January 25, 2011

Contract No. Grant 22131C; Fund 221317



FLORIDA PUBLIC  
ARCHAEOLOGY  
NETWORK



FLAGLER  
COLLEGE

## Executive Summary

During the second quarter the Center achieved unprecedented north to south coverage of our region. Outreach Assistant Sarah Bennett assisted Advisory Board Member Dot Moore in Volusia County every week in our southernmost community of New Smyrna Beach, helping record sites and maintaining county collections. Director Sarah Miller spoke several times each month in the quarter municipal preservation boards, civic organizations, museum, and volunteers in our northern most community, Fernandina Beach. While staff attended to Volusia and Nassau counties intensely, outreach coordinator Amber Grafft-Weiss maintained regular visits to schools in nearly all counties and attended statewide teacher conferences. Site ID specialist Toni Wallace responded to request from landowners to document unrecorded sites on public and private property.

Social media continued to be a theme across the quarter. The blog drive and rotating responsibility calendar paid off with visitation tripling over the quarter. A schedule was set to maintain the strong presence on-line and blog for local and county resources that have restricted access to the internet. Lessons learned from social media were shared with heritage partners by a pilot workshop with local participants including Timucuan NPS, FPAN, SAAA, and St. Augustine Lighthouse staff. The workshop will repeat for SHA 2011 in Austin and be part of the professional development series as part of NERC 2010-2011 work plan objectives.

The Center met another objective for 500<sup>th</sup> and 450<sup>th</sup> commemoration planning by submitting a small-matching grant application in December. *Timucuan Technology* is the working title for lesson plans targeting middle school students to focus on prehistoric biotechnology. Understanding the adaptation and uses of biological products (corn, dogs, trees for shelter and transportation, plants and seeds, marine and estuary animals, sponge spicules) by the Timucuans will help students discuss present day rising sea levels, subsistence, and medical issues.

| <b>Type of Activity/Event</b>                           | <b>Events</b> | <b>Attendees</b> |
|---|---------------|------------------|
| Information Tables                                      | 2             | 1,279            |
| Public Presentations                                    | 7             | 670              |
| Professional Conferences                                | 3             | 76               |
| Adult Training/Workshops/Symposiums                     | 1             | 12               |
| School/Youth Programs/Workshops                         | 7             | 298              |
| Meetings attended                                       | 23            |                  |
| Printed Articles – Magazine, Newspaper                  | 4             |                  |
| Electronic Media produced– Blog, Podcasts, Social Media | 30            | 7,353            |
| Other- Displays (Lincolnvile Museum, VIC)               | 2             | 150,150          |
| <b>TOTAL</b>  | <b>79</b>     | <b>159,838</b>   |

## Public Outreach

### Information Tables

- Visitors Information Center, St. Augustine—stocked maps, brochures, and events calendar; 150,000 visitors quarterly
- Staffed FPAN table at Florida Association of Science Teachers Conference, World Golf Village, 550 contacts
- Staffed FPAN table at Florida Association of Media Educators Conference, Orlando, 729 contacts

### Professional Conferences

- Presented “Teachers: Call Before You Dig!” at National Council of Social Studies Annual Meeting, Denver—15 session participants, estimated 80 contacts at Project Archaeology table
- Presented at Project Archaeology Bi-Annual Coordinators Conference, Grand Canyon National Park—25 attendees
- Presented on Ft. Jefferson project at Southeastern Archaeological Conference and helped facilitate public archaeology interest group, Lexington, Kentucky—24 attendees; 12 participants

### Public Presentations

- Lucy Wayne lecture on Sugar Mills, St. Augustine Archaeology Association, Flagler College, St. Johns County—44 attendees
- Carl Halbirt lecture, St. Augustine Archaeology Association, Flagler College, St. Johns County—130 attendees
- Tolomato Cemetery Open House, helped staff event and lended promotional/directional signs, St. Augustine, St. Johns County—365 attendees
- Archaeology 101 talk for Clay County Junior Historical Society, Orange Park, Clay County—12 attendees
- Coquina Stories, Mandarin Garden Club, Jacksonville, Duval County—33 attendees
- Archaeology along the St. Johns River, Amelia Island Museum of History’s third on third lecture series, Nassau County—46 attendees
- Ground Penetrating Radar Results of Tolomato Cemetery, Nombre de Dios—40 attendees

### School Programs

- Axson Montessori, Jacksonville, Duvall County—125 attendees
- Homeschool Group visit to Mala Compra, Flagler County—70 students
- Good News Church Homeschool Group, St. Johns County—24 students
- WEC Elementary, Clay County—19 students
- 5<sup>th</sup> grade gifted students, Camp Chowenwaw, Clay County—29 students
- Osceola Elementary Eco Club Meeting, Volusia—30 students

- Met with Biotechnology teacher at Samford Middle School to discuss lesson plans and future grant application, Orange County

#### Workshops/Training

- Organized and facilitated Social Media for Heritage Professionals workshop, Flagler College, St. Johns County—12 registrants

#### Media

- Fort Mose and Archaeology Month videos under production
- Northeast Region Website—600 views this quarter
- Coquina Queries Website—110 views this quarter
- Northeast Region BLOG—18 new entries, **4,729** views this quarter
- Twitter Account—508 new postings, 203 followers
- Videos on YouTube—1,711 **new** YouTube views this quarter

#### Displays

- *Archaeology in Lincolnton*, Excelsior Museum, St. Augustine, St. Johns County— estimated 150 visitors

#### Grants

- Reviewed first draft of Kingsley Shelter Curriculum, a joint program with the National Park Service and Project Archaeology
- Submitted application for “Timucuan Technology” small-matching grant, Community Education, Division of Historical Resources
- Wrote letter of support for Florida Anthropological Society’s small-matching grant application for Florida Archaeology Month funding

### Aiding/Advising Local Governments

#### Clay County

- Consulted with County Archivist including on-site visits to two historic cemeteries, recently demolished hotel, riverfront, new WWII museum, and industrial park with known historic and prehistoric components
- Presentation to the Clay County Historical Society—6 attendees

#### Duval County

- Attended Florida Trust for Historic Preservation’s workshop “Making a Case for Historic Preservation,” Jacksonville—25 attendees
- Site visit to Camp Milton to plan for Archaeology Month metal detector survey and see progress on reconstructed earthworks

#### Flagler County

- Requested and received letter of support for “Timucuan Technology” grant from Board of Commissioners

### Nassau County

- Wrote letter of support for Fernandina Beach's application for survey and planning grant, Division of Historical Resources
- Attended Old Town Bicentennial Committee meeting and continue to serve on organizing board, Fernandina Beach
  - Field day at Old Town site in advance of Bicentennial event—5 volunteers
- Presentation to Fernandina Beach Restoration Foundation—10 members

### St. Johns County

- Continued to serve on St. Johns County Historic Resource Review Board (HRRB)
- Continued meetings for Nation's Oldest Port, National Heritage Area initiative
- Assisted Robin Moore in Popo Point field project, St. Johns County
- Meeting with St. Johns County School District level social studies coordinator to plan for 450<sup>th</sup> and upcoming social studies conferences
- Requested and received letter of support for "Timucuan Technology" grant from Commissioner Cyndi Stevenson

### Volusia County

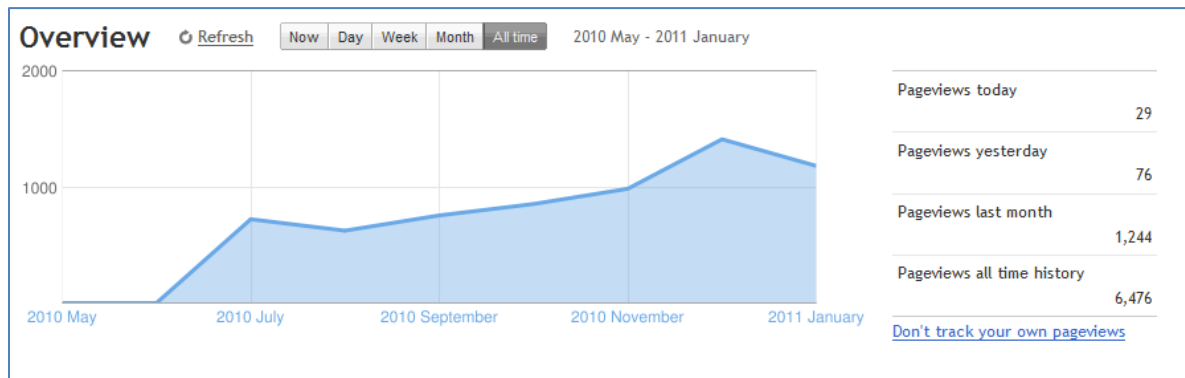
- Attended Halifax Heritage Byways Meeting for proposed designation for Volusia and Flagler County portion of A1A – 13 attendees
- Sarah Bennett at Volusia County Historical Museum to assist Dot Moore and New Smyrna Beach city archaeology program – 6 visits
- Site visit to Doris Leaper Archaeology Preserve at Spruce Creek with Julie Scofield from Volusia County Parks and Dot Moore

### Assisting DHR

- Assisting in DHR Archaeology Geocaching program
  - Planning cache sites in advance of FAM 2011
  - Agreed to represent the Network at the request of DHR at two professional conferences in 2011
- Site Identification Team
  - Turned in site forms for Moccasin Slough, Clay County
  - Coordinated with Halifax Heritage Byway and FMSF for sites along Volusia/Flagler corridor
  - Responded to requests to record sites in Volusia and St. Johns county
  - Drafted site form update for Huguenot Cemetery GPR project

## Other

- Continued participation in Florida Trust Webinar on Integrating Social Media
- Reprinted 10,000 copies of “Archaeology off the Beaten Path” maps
- Amber Grafft-Weiss continues to serve on St. Augustine Archaeology Association Board and hosts many of the meeting at the Center
- Prepared for Society of Historical Archaeology’s Annual Meeting



Demonstrated growth of blog stats to 6,476 at start of 2011.  
<http://fpangoingpublic.blogspot.com>