



FLORIDA PUBLIC ARCHAEOLOGY NETWORK

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North Central Region

Quarterly Report: October/November/December 2011

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Leading up to the holiday season FPAN North Central remained fairly busy. In an effort to increase the number of adult programs that this office offers, I took time during this quarter to create a program on the turpentine and naval stores industry. I had previous knowledge that this was a topic of interest in the area. I have given the presentation once to the Tallahassee Historical Society this quarter, and the response was very good. Additionally, I have booked this program for future talks at several venues throughout the North Central Region. My goal is to have at least one new adult program to offer a year and market that program throughout the region in order to keep new material for FPAN presentations. Of course, I will continue to offer the other programs as well, especially to venues that have not been exposed to those programs previously.

I have continued to offer youth programming as well. The monthly activities with the Hosford Twenty-First Century After School Program continue to do very well. I have been going through the Project Archaeology: Investigating Shelters lessons with the children. At my first meeting with the children I did a pretest-type activity with the students to gain insight into their already existing knowledge of archaeology. This also helped me to understand what misconceptions the children had. My hope is that throughout the school year they will gain a better understanding of the material. I am planning on giving the students the same evaluation at the end of the school year. This will help me to better understand what the children are learning and where I need to concentrate more effort in the future. I will continue to work with this group of children on a monthly basis for the remainder of the school year.



Figure 1: Working with the 21st Century Program in Hosford.

This quarter I have also had the opportunity to help two local groups with some unique projects. I was contacted by Main Street Monticello who was in need of some assistance. The group is planning a local conference that will highlight the archaeology and history of the area. The pending title of this conference is, "Paleo-Indian to Seminole in Jefferson County, Florida. They are hoping to have professional archaeologists come and give a series of 40 minute discussions on different sites and time periods in Jefferson County. Additionally, they would like to incorporate some activities for the local children and families in the area. The event will be recorded and a DVD and reading list will be prepared for free distribution to Florida schools and libraries. They have applied for a \$10,000 grant from the Florida Humanities Council. In addition to guiding the group in the planning of this event, if they do receive the grant I have agreed to help with the planning of the public and youth activities for this event. I have also written a letter of support to be included with the grant application.

The other group that has recently contacted FPAN North Central is the Big Bend Maritime Center located in Wakulla County. This group's main goal is to establish a maritime center that will be dedicated to expanding public interest, understanding, and appreciation of the maritime heritage, culture and natural resources of the region through education, exhibition, collection, documentation, research and publication. The group initially discovered FPAN via the internet where they learned about the Central Regions partnership with a boat building group in their region. I attended the Big Bend Maritime Center's Design Workshop in December. I provided them with guidance regarding cultural resources, museum exhibition and public outreach. I will continue to work with this group and serve as an advisor to their Board of Directors.

The Wakulla County Chamber of Commerce contacted FPAN North Central to see if I would be interested in creating a brochure highlighting some of the historic sites in the county that are open for visitation. I felt that this would be a great contribution to FPAN's efforts to promote archaeoheritage tourism. I completed the brochure in December and sent the final copy to the Chamber. They will print the brochures as needed and include them in a packet for new residents to the area. The brochure includes a map with the location of seven popular historic destinations. It also provides a brief description and hours of operation for each site. The brochure also makes note of those sites that are currently listed on the National Register of Historic Places.

The Archaeo-tourism Task Force (ATTF) has had several conference calls this quarter to discuss the various ways we can promote archaeoheritage tourism as a whole. We have created a document that has been sent to each region with information on what has been done so far and suggestions on how to promote sites in each region. The document also has a section on how to utilize our VisitFlorida membership to promote events and programs. Irina Sorset and I attended the Rural Tourism Development Summit put on by RiverWay South and hosted by the Panhandle Pioneer Settlement in October. There we made some good contacts for heritage tourism in our region and heard some interesting presentations discussing what other organizations are doing to promote tourism. Irina also presented information about the Apalachicola River Heritage Maritime Trail Project that she is currently working on.

Cassandra Rae Harper and I presented at the Florida Council for the Social Studies Conference in St. Petersburg this quarter as well. We gave the educators present at the presentation a brief overview of FPAN and the services we offer, and then we did a classroom activity from Project Archaeology. We also had a table at the conference and provided visitors to our table with information about FPAN and contacts for the different regions. The number of attendees will be provided in the West Central Regions quarterly report.

There were a lot of festivals in the region in which North Central had booths at this quarter. I was fortunate to be able to partner with the BAR Underwater Archaeology staff for several of these booths. We had hands on activities and provided visitors to our booth with literature during these events.

This quarter, according to Google Analytics, the North Central Region’s web page has had a total of 198 visits (67.68% were new visitors, 32.32% were returning visitors). We have increased the number of fans on Facebook from 225 to 245 and the number of followers on Twitter from 236 to 277. The number of subscribers to our quarterly newsletter has increased from 242 to 297. The most recent edition of our newsletter was emailed to subscribers in December. The number of attendees to FPAN North Central events this quarter totals 1104.

| Type of Activity/Event | # of Events/Presentations/Activities | # of Attendees |
|---|--|---|
| Public Presentations | 2 | 118 |
| Public Events | 3 | 663* |
| Professional Presentations (conferences, etc) | | |
| Professional Events attended (conferences, etc) | 1 | |
| Adult Training/Workshops | 1 | 7** |
| School/Youth Programs/Worshops | 4 | 248 |
| Radio/TV Presentations/Interviews | | |
| Volunteer Programs | 1 | 1 |
| Meetings attended-Government, Schools, Administration | 8 | 67 |
| Printed Articles-Magazine, Newspaper | | |
| Printed Media produced- Brochures, Booklets, Guides, Maps | 1 | |
| Electronic Media produced- Blog, Podcasts, Mass Emails | 1 mass emailing FPAN Facebook FPAN Twitter “Archaeology Gone Public” Blog | 297 subscribers 245 fans 297 followers 6 posts |
| Major Publications- Book, Chapter, Journal Article | | |
| TOTAL | | 1104*** |

**This number represents only two of the public events held; the third event took place at SEAC in Jacksonville and should be included in North East Region's numbers.*

***This number may be duplicated in West Central's quarterly report. It represents the number of attendees to the teacher workshop at FCSS.*

****Total number of attendees does not include numbers from Twitter, Facebook, newsletter subscribers or blog posts.*

Public Outreach:

Informational Booths:

- St. Marks Stone Crab Festival (Wakulla) – 327 Attendees
- SEAC Public Day (Duval) – number of attendees reported by FPAN North East
- Mighty Mullet Maritime Festival (Wakulla) – 336 attendees

Public Lectures/Presentations/Tours:

- "Native Uses of Native Plants in Florida" lecture to the Live Oak Trail Association (Columbia) – 67
- "A Sticky Situation: The Naval Store Industry in North Florida" lecture to the Tallahassee Historical Society (Leon)- 51

Youth Events/Presentations:

- Holy Comforter School Classroom Visit (Leon) – 67 attendees
- Girl Scout's Dig Archaeology Event (Jefferson) – 7 attendees
- Hosford 21st Century Program Visit, October (Liberty) – 23 attendees
- Hosford 21st Century Program Visit, November (Liberty) – 31 attendees
- Optimist Park Home School Group (Leon) – 46 attendees

Assisting DHR:

- Assist DHR/BAR with the GPR survey of the cemetery at The Grove in Tallahassee.
- Distributed DHR literature to public at public events.
- Assisting with the National Register of Historic Places nomination and preservation efforts of Suwannee Springs.

Other:

- Attended the FPAN Board of Directors meeting in Ft. Lauderdale.
- Assisting with the planning of the FAS 2012 Annual Meeting in Tallahassee.
- Attended the Panhandle Historic Preservation Alliance meeting in Blountstown in October.
- Assisting the Wakulla County Historical Society with several projects, continue to be a member on their board.
- Continue to be a member on the Panhandle Archaeological Society at Tallahassee board.

- Completed a brochure of historic places in Wakulla County for the Wakulla County Chamber of Commerce.
- Working as part of the ATTF to continue to promote archaeotourism.
- Wrote letter of support for a grant for Mainstreet Monticello.
- Wrote letter of support for Wakulla County Historical Society museum efforts.
- Assisting the Big Bend Maritime Center with efforts to create an educational center in Panacea.