



# FLORIDA PUBLIC ARCHAEOLOGY NETWORK

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Southwest Regional Center  
at Florida Gulf Coast University  
Quarterly Report – January/February/March  
Matthew Schuld, Outreach Coordinator

## Executive Summary

The Southwest Regional Center (SWRC) established itself nicely at Florida Gulf Coast University (FGCU) in January. Our office at Whitaker Hall 232 was completed, administrative assistant Susan Fohs was hired, and Dennis Kadera and Tracy Carver began internships. Principle Investigator Michael McDonald assembled a search committee and began the process of hiring a director. Executive Director of FPAN William Lees visited the office, and expressed satisfaction with how the center was developing. With support from the FGCU College of Arts and Sciences, our office hosted an open house introducing our program to the FGCU faculty, staff, and students.

In our first full quarter at FGCU our office was able to take advantage of the broad resources available at the university to expand our programmatic offerings. Faculty and community members who are affiliated with FGCU afforded the SWRC numerous opportunities to introduce our program to public and professional audiences. With the support of the Southeast Region, our office developed and delivered a presentation on archaeotourist destination in Southwest Florida. Putting to use the recent National Association for Interpreters training, we have also developed presentations on pre-historic aquatic resource use, the Belle Glade culture, and an interpretive tour of Mound Key. We plan to continue to add to our interpretive programming offerings.

Another exciting development is our recent partnership with FGCU's blossoming Museum Studies program. The FGCU College of Arts and Sciences approved the installation of four exhibit panel mounts outside of the FPAN office. Our office will work with the Museum Studies program to develop exhibits related to archaeology in Southwest Florida. Following an exhibition outside the FPAN office, these exhibits will be made available to other cultural resource intuitions.

Much of the quarter was spent preparing for and participating in Florida Archaeology Month Events. Especially exciting was the SWRC's creation of a "Native People, Native

Plants” day in partnership with Lee County’s Manatee Park. The day-long event provided education presentations and tours from archaeologists, native plant experts, and an architectural historian from the Seminole Tribe. Lee County Parks Senior Program Specialist Nancy Kilmartin was instrumental in developing the event, and she continues to serve as an invaluable partner for our office. Our office also participated in the planning for Calusa Heritage Day at the Randell Research Center, scheduling speakers, assisting in setup, and providing hands-on activities.

Lastly, our office attended the Society of Historical Archaeology’s annual conference in Austin, Texas and a FPAN board meeting and planning session in Tampa. Public archaeology was a recurring theme at the SHA conference, and the SWRC was exposed to a number of new outreach techniques. The FPAN planning session in Tampa was also of great use to our office. The session allowed FPAN staff to review and begin implementing aspects of the strategic plan that was prepared in 2010. In line with Goal 9 of the strategic plan, Gregg Harding at the West Central Region and SWRC outreach coordinator Matthew Schuld will focus on developing a speakers bureau and a database of volunteer opportunities for FPAN.

<b>Type of Activity/Event</b>	<b># of Events/Presentations/Activities</b>	<b>Attendees #</b>
Public Events	5	1450
Public Presentations	11	355
Meetings attended – Government, Schools, Administration, Local Organizations	14	20
Professional Events attended	2	
Printed Articles – Magazine, Newspaper	1	
Printed Media produced	4 Handouts on local archaeological sites	
Electronic Media produced– Blog, Podcasts, Mass Emails	Facebook, Blog, Twitter	
<b>TOTAL</b>		<b>1825</b>

## Public Outreach

### Info Booths

- Chalo Nitka Festival, Moore Haven – 500 attendees
- Calusa Heritage Days, Pineland – 400 attendees
- Native People, Native Plants Day, Fort Myers – 200 attendees
- Frontier Days, Port Charlotte – 300 attendees
- FPAN Open House – 50 attendees

### Public Lectures/Presentations/Tours

- Paradise Coast Paddlers, “Water as a way of Life in SW FL,” Naples – 45 attendees
- United Methodist Women, “Archaeotourist Destinations in SW FL.” Estero – 30 attendees
- FGCU’s Connectivity Seminar, “The Value of Public Archaeology.” – 15 attendees
- FGCU Colloquium faculty, “Fostering a Sense of Place with Archaeology,” – 10 attendees
- FGCU anthropology class, “Cuban Fishing Ranchos” – 20 attendees
- Alison Elgart’s Florida Archaeology Class, “Walking tour of Mound Key” – 10 attendees
- FGCU’s museum studies course, “Introduction to PastPerfect Museum Software” – 20 attendees
- FGCU Interdisciplinary Studies course, “Intro to Archaeology in SWFL” – 30 attendees
- Attended George Luer lecture in Boca Grande – 70 attendees
- Attended Michele Williams presentation at Naples Botanical Gardens – 5 Attendees
- Assisted in organizing Monthly FAS Chapter meetings (3), Lee County – 100 attendees

### Publications

- Blog, Facebook, Twitter
- Eagle News, FGCU Newspaper: <http://www.eaglenews.org/state-archaeology-finds-a-home-it-really-digs-at-fgcu-1.2430358>

### Advising/Meetings

- Visited the Randell Research Center to discuss how FPAN can assist with the March event, Calusa Heritage Days.
- Met with Nancy Kilmartin of Lee County Parks to develop a plan for an Archaeology Month event
- Met with Charlotte County Historical society to discuss locating resources for their upcoming “Our Cuban Connection” exhibit.
- Met with Archaeologist Jasmine Gallup to discuss how FPAN works
- Met with Nicole Ryan at the Southwest Florida Conservancy to discuss threats to the Horr’s Island site.

- Met with Archaeologist John Beriault to glean some of his knowledge about archaeology in Southwest Florida.
- Met with Mike McDonald and Noemi Creagan to discuss the development of exhibit space outside of the FPAN office
- Met with photographer Suzanne Williamson and provided a tour of the Fort Center site in Glades County.
- Met with Mike McDonald to develop a plan for interns Dennis Kadera and Tracy Carver
- Met with FPAN Director William Lees and PI Mike McDonald to tour the new FPAN Office and discuss the operations of the SWRC
- Met with the FGCU Anthropology Club to discuss how FPAN can partner with their organization
- Met with selection committee to begin search for SWRC Director

### Aiding/Advising Local Governments

Charlotte County

Collier County

- Discussed status of Key Marco (Horr's Island) site controversy between City of Marco and Key Marco Community Association with Southwest Florida Conservancy

Glades County

Hendry County

Lee County

- Worked with Lee County Parks and Recreation to develop an Archaeology Month Event (occurred March 20, 2011)

### Assisting DHR

- Discussed DHR grant opportunities with local heritage organizations
- Developed tours and handouts emphasizing archaeological sites as tourist destinations
- Distributed DHR information at festivals and public events
- At the request of Barbara Hines in the North Central Region our office produced exhibit text for the Florida Museum of History

### Other

- Began developing a grant guide for local cultural resource organizations
- Attended Society for Historical Archaeology annual conference
- Attended FPAN planning session and board meeting in Tampa