



The Victorian Society in America
1636 Sansom Street
Philadelphia, PA 19103

The Victorian Society in America

47th ANNUAL MEETING • April 24 - 28, 2013

ST. AUGUSTINE *and* **JACKSONVILLE**
❧ F L O R I D A ❧

*Exploring Florida's
"First Coast"*



Pre-Tour

Wednesday, April 24, 2013 • Charles Hosmer Morse Museum of American Art

Opening Reception

Wednesday, April 24, 2013 • St. Augustine

Annual Meeting

Thursday - Saturday, April 25 - 27, 2013 • St. Augustine and Jacksonville

Post-Tour

Sunday, April 28, 2013 • Jacksonville



ST. AUGUSTINE



St. Augustine was founded in September 1565 by Spanish explorer and admiral Pedro Menéndez de Avilés, and is the oldest continuously occupied European-established city and port in the continental United States. It lies in a region of Florida known as “The First Coast”. According to the 2010 census the city population was 12,975.

The vicinity of St. Augustine was first explored in 1513 by Spanish explorer and governor of Puerto Rico, Juan Ponce de León, who claimed the region for the Spanish crown. Prior to the founding of St. Augustine in 1565, several earlier attempts at European colonization in what is now Florida were made by both Spain and France, but all failed.

While the city passed back and forth between Spain and England, and finally into American hands, it still retains much of its Spanish colonial flavor and charm.



JACKSONVILLE



Jacksonville is the largest city in Florida and the largest city by area in the contiguous United States. The area was originally inhabited by the Timucua people, and in 1564 was the site of the French colony of Fort Caroline, one of the earliest European settlements in what is now the continental United States.

During the American Civil War, Jacksonville was a key supply point for hogs and cattle being shipped from Florida to aid the Confederate cause. The city was blockaded by Union forces, who gained control of the nearby Fort Clinch. From 1862, they controlled the city and most of the First Coast for the duration of the war. Though no battles were fought in Jacksonville proper, the city changed hands several times between Union and Confederate forces. Warfare and the long occupation left the city disrupted after the war.

During Reconstruction and the Gilded Age, Jacksonville and nearby St. Augustine became popular winter resorts for the rich and famous. Visitors arrived by steamboat and later by railroad. The city's tourism, however, was dealt major blows in the late 19th century by yellow fever outbreaks. In addition, extension of the Florida East Coast Railway further south drew visitors to other areas.

On May 3, 1901, downtown Jacksonville was ravaged by a fire that in just eight hours destroyed the business district and left approximately 10,000 residents homeless. More than 13,000 buildings were constructed between 1901 and 1912, and this is primarily the Jacksonville we will be touring.

WEDNESDAY, APRIL 24, 2013

Pre-Conference Tour

Charles Hosmer Morse Museum of American Art

Winter Park, Florida

Breakfast on your own • Lunch included

The **Charles Hosmer Morse Museum** in Winter Park, Florida, houses the most comprehensive collection of the work of Louis Comfort Tiffany, containing examples of every medium Tiffany explored, including the incredible chapel built for the World's Columbian Exposition in Chicago in 1893. There is also a collection of fine 19th and 20th century American decorative arts.



Lunch will be at Tolla's Italian Restaurant in Winter Park.

THURSDAY, APRIL 25, 2013

Flagler's St. Augustine

Breakfast on your own, or optional Chapters Breakfast

(see reservation form) Lunch included • Dinner on your own

Morning • Tour of Flagler College

What is now the main building of **Flagler College** was once the **Ponce de León Hotel**, an exclusive hotel built by millionaire developer and Standard Oil co-founder Henry M. Flagler and completed in 1888. The Hotel Ponce de Leon was designed in the Spanish Renaissance style by the New York architects John Carrère and Thomas Hastings, and was constructed entirely of poured concrete. Interior elements are credited to Louis Comfort Tiffany, with Pottier and Stymus responsible for the furnishings. Bernard Maybeck, whose later designs include the Palace of Fine Arts in San Francisco, served as a draftsman on the project. Architect Emmanuel Louis Masqueray, who had recently arrived from Paris, and who would go on to supervise the 1904 World's Fair in St. Louis, created the watercolor elevation of the hotel. Murals in the Rotunda and Dining Room were completed by the well-known artist George W. Maynard, who a decade later did murals in the Treasures Gallery at the Thomas Jefferson Building of the Library of Congress. Noted Italian artist Virgilio Tojetti prepared the ceiling murals in the Grand Parlor.



Tour of the Lightner Museum

The **Lightner Museum** is a museum of antiquities, mostly American Victorian, housed within three floors of the former **Hotel Alcazar**. The 1887 building is in the Spanish Renaissance Revival style and is listed on the National Register of Historic Places. It was commissioned by Henry M. Flagler to appeal to wealthy tourists who traveled there on his railroad, and was designed by architects Carrère and Hastings, who also designed the Ponce de León Hotel across the street.

Opening Reception at Villa Zorayda

Wednesday, April 24 • 6 pm
Hors d'oeuvres • Cash bar

Speaker - David Nolan
noted historian and author

Villa Zorayda, on the National Register of Historic Places, was built in 1883 as the winter residence of Franklin Smith, utilizing his method of construction of poured concrete and crushed coquina shell. It is built 1/10th the scale of a section of the Alhambra Palace in Granada, Spain. This building set a precedence for St. Augustine and began the Moorish Spanish revival of architecture that is seen throughout the city today. In 1904 it became the Zorayda Club. In 1913 it was purchased by Abraham S. Mussallem, an authority on Oriental rugs, fine arts and Egyptian artifacts. In 1922 it became one of the most fashionable places for casino gambling. In the mid 1930's it was opened as a museum featuring the priceless antique collections of both Franklin Smith and A.S. Mussallem, which are still on display today.

Lunch and Annual Business Meeting at Café Alcazar in the Lightner Museum.

Afternoon • Tour of Flagler Memorial Presbyterian Church

The Memorial Presbyterian Church (1889) was built by business tycoon and St. Augustine benefactor Henry Morrison Flagler and dedicated in honor of his daughter Jennie Louise Benedict, who died following complications from childbirth the same year, hence the word *Memorial*. It was designed by Carrère and Hastings in the Second Renaissance Revival style and inspired by St Mark's Basilica in Venice. Upon Flagler's death in 1913 he was interred in a marble mausoleum within the church beside his daughter, her infant, and his first wife.



Tour of Dow Museum of Historic Houses (½ of the group) - to be repeated / reversed on Saturday

Over 200 years of history on one city block! Hidden among beautiful courtyards are 9 historic houses original to the site that date back from 1790 to 1910, with exhibits reflecting St. Augustine history and a lifetime of collecting by museum benefactor, Kenneth W. Dow.

Tour of Castillo de San Marcos (½ of the group) - to be repeated / reversed on Saturday

The **Castillo de San Marcos** is the oldest masonry fort in the continental United States. Located on the shore of Matanzas Bay, it is made of a stone called coquina, Spanish for "small shells". Construction was begun in 1672 – 107 years after the city's founding by Spanish Admiral and conquistador Pedro Menéndez de Avilés, when Florida was part of the Spanish Empire - and took 23 years to complete.

FRIDAY, APRIL 26, 2013

Jacksonville Romantic Architecture

Breakfast on your own • Lunch included

Dinner on your own - or - optional Alumni Association Annual Meeting & Dinner (see reservation form)

*Alumni Association of
The Victorian Society Summer Schools*

2013 Annual Meeting & Dinner

Friday, April 26, 2013 • 6 - 9 p.m.

**Hilton St. Augustine Historic Bayfront
32 Avenida Menendez, St. Augustine**

Active members of the Summer Schools Alumni Association are invited to attend the Association's Annual Meeting and Dinner. The event is also a fundraiser for the Alumni Association Scholarship Fund.

The cost is \$50.00 per person - a portion of which benefits the Alumni Association Scholarship Fund, and is payable by cash or by check at the event.

The Hilton is a few doors away from the Best Western Bayfront Inn.

Advance reservations are required.

Please contact Nancy Golden at (805) 563-2315 or
goldendirect@aol.com

or by mail:

2207 Alameda Padre Serra,
Santa Barbara, CA 93103-1707

We will be joining local architectural historian Wayne W. Wood for a full-day tour of Jacksonville.

Our day will begin at the Jacksonville Historical Society, where we will split into groups to tour **Old St. Luke's Hospital** (1878), Florida's first hospital, now the Historical Society Archives; **Merrill House** (1886), a house museum; **Old St. Andrew's Church** (1887), a magnificent Gothic Revival Cathedral; and the **Jacksonville Fire Museum** (1902).

We will then have **lunch** at the **Cummer Museum of Art**, where we will also have a little time for exploring. The Cummer Museum of Art and Gardens focuses on European and American artistic paintings. The museum also has a large collection of Meissen porcelain. The permanent collection includes over six thousand works of art dating from 2100 B.C. to the 21st century.

Following lunch we will visit **The Florida Theatre** (1927) a not-to-be-missed atmospheric Mediterranean Revival venue; the **St. James Building** (1912), Henry Klutho's masterpiece, originally built as Cohen Brothers Department Store and now the Jacksonville City Hall, described as one of Jacksonville's most monumental works of art and one of the most beautiful city halls in America; and **Immaculate Conception Catholic Church** (1907-1910), a stunning example of Late Gothic Revival architecture.



SATURDAY, APRIL 27, 2013

Historic St. Augustine

Breakfast on your own • Lunch included • Dinner banquet included • Cash bar



Walking tour of Historic St. Augustine - we will join local historian guides on a walk through the charming narrow streets of old St. Augustine and learn about the city's development over four and half centuries of

continuous settlement. The tour will include historical relationships to **colonial Spanish, Victorian and Mediterranean revival architecture**, dating back to the founding of St. Augustine in 1565. We will concentrate particularly on the flowering of the city in Victorian times, with the construction of hotels, houses, and churches in the early 20th century by Henry Flagler and his contemporaries.

We will also be visiting the **Cathedral Basilica of St. Augustine**, the cornerstone of which was laid in 1793. The church was completed and dedicated in August 1797, but in 1887 the Moorish-style building was burned in a great fire. It was restored and enlarged in

1888, when the present bell tower was added. After a catered box **lunch at the Dow Museum** we will repeat / reverse the tours of the **Dow Museum** and the **Castillo de San Marcos** (see Thursday afternoon write-up) so everyone will get to tour both sites.

Our day will conclude with a **Banquet Dinner** and **award presentation** at the Casa Monica Hotel.

A restored landmark, the **Casa Monica Hotel** is the oldest hotel in the oldest continuously occupied city in the nation. The hotel resembles a medieval European castle with its five towers and Moorish-Revival style architecture.

SUNDAY, APRIL 28, 2013

Jacksonville, Part II • Post-Conference Tour

Breakfast on your own • Lunch included • Airport drop-off

We will join local architectural historian Wayne W. Wood for more touring of Jacksonville.

We will begin our morning tour with a visit to the **Lucius T. Smith Residence** (1913), one of Florida's finest Prairie School residences and the home of Wayne Wood. We will then drive through historic neighborhoods, passing the Ricker residence (1892), a Queen Anne gingerbread folly, and will proceed to the **Klutho Residence** (1908) - now a private home - for a tour. Jacksonville was devastated by a great fire in 1901 which left the city in ruins. Young Henry John Klutho stepped into this void to help rebuild the city. His greatest

architectural works, all built prior to the first World War, clearly belong to the Prairie School, as does his former home. Following **lunch** we will visit another private home - **Marabanong** (1876); the name means "paradise" in Maori, and it's indeed that and more - it's Jacksonville's largest Victorian mansion. Our final visit will be to **Riverside Baptist Church** (1924). The only church designed by architect Addison Mizner, it is a unique blend of Romanesque, Byzantine and Spanish styles.

Our motor coach will drop folks at the Jacksonville International Airport by 4:30 p.m.



ST. AUGUSTINE *and* JACKSONVILLE

FLORIDA

Getting There

By Air: St. Augustine is served by Jacksonville International Airport, which is about an hour from downtown St. Augustine. Several shuttle services (such as www.ezshuttle.net/airport-shuttle-st-augustine.php), as well as Taxi service, are available from the airport. Another option is to rent a car for the one-way trip. Car rental companies such as Enterprise will drive you from the drop-off point to our hotel.

By Land: St. Augustine is easily accessible from the north and south by Interstate 95, U.S. Highway 1 and scenic Florida Highway A1A. Visitors from the west are served by Interstate 10. Interstate 4 and Interstate 75 connect the area to Central and Southwest Florida.

By Train: Amtrak service is available to Jacksonville only.

What to Wear

St. Augustine and Jacksonville can best be described as semi-tropical, so plan to dress accordingly. The average high temperature in April is 77 deg F and the average low is 58 deg F, with an average April precipitation of 2.63 inches, so remember to bring an umbrella. St. Augustine and Jacksonville are casual in terms of dress, and no restaurant requires men to don a jacket or tie.

St. Augustine is an extremely walk-able (and flat) city, with many sites being 20 or less minutes from our hotel, so do plan on walking and be sure to bring comfortable shoes.

Eating out in St. Augustine

There are many, many restaurants at various price points within walking distance of our hotel, particularly along the river walk.

Silent Auction

There will NOT be a Silent Auction at this year's meeting.

Hotel Information

Our headquarters hotel is:
Best Western Bayfront Inn
16 Avenida Menendez, St. Augustine, FL 32084

For reservations call (904) 824-4482 and ask for reservations in the Victorian Society in America block. If you are planning on sharing a room please call early as there are a limited number of two-bedded rooms. There is overnight free parking.

We have reserved a block of rooms at a discounted rate of \$129.00 per night single or double occupancy Sunday through Thursday nights, and \$159.00 per night single or double occupancy Friday and Saturday nights. These rooms will be held for us exclusively only until March 12, 2013. After this date, the discounted rate will no longer be available and the rooms will be subject to availability. April is a very popular month for tourism in St. Augustine and there is, in fact, another group waiting in the wings for these rooms, so please register now.

Making reservations and arrangements with the Bayfront Inn are your responsibility and at your expense. The Society's only role is to secure the discounted group rate.

Annual Meeting Registration Information

Pre-Conference Tour: Wednesday, April 24, 2013
 Annual Meeting Package: Wednesday, April 24 - Saturday, April 27, 2013
 Post-Conference Tour: Sunday, April 28, 2013

BECAUSE SPACE IS LIMITED WE STRONGLY RECOMMEND THAT ALL MEMBERS WHO PLAN TO ATTEND REGISTER WITH THE SOCIETY AND BOOK THEIR HOTEL BEFORE MARCH 17, 2013

The Pre-Conference Tour includes visits, transportation and lunch. Due to limited seating, this portion of our event will fill up quickly. Please reserve early to avoid disappointment. Hotel accommodations are NOT included in the Pre-Tour.

The Annual Meeting Package includes site admission fees, transportation; Wednesday reception; Thursday lunch; Friday lunch; Saturday lunch and dinner. Hotel accommodations are NOT included in the Annual Meeting Package.

The Post-Conference Tour includes visits, transportation and lunch. Due to limited seating, this portion of our event will fill up quickly. Please reserve early to avoid disappointment. Hotel accommodations are NOT included in the Post-Tour.

Special Note: Bear in mind that there will be extensive walking so please bring comfortable shoes. We regret that we cannot provide alternate means of transportation for those who have walking or endurance difficulties. Public transportation and taxis are available in some areas, but participants will be responsible for the cost if they use them.

How to Register

Registration can be made via check (preferable), credit card or money order. Checks should be made payable to The Victorian Society in America. The Victorian Society in America is not responsible for accidents, injury or loss of personal items during this program. Reservations are made on a first come, first served basis.

As this mailing has been sent via first class mail reservations will be taken immediately. BECAUSE SPACE IS LIMITED WE STRONGLY RECOMMEND THAT ALL MEMBERS WHO PLAN TO ATTEND REGISTER WITH THE SOCIETY AND BOOK THEIR HOTEL BEFORE MARCH 12, 2013. Phone or fax reservations will ONLY be taken with a credit card payment at the time of reservation. Send your fax reservations to (215) 636-9873.

Refunds

Refunds will only be given until March 24, 2013. A \$100 administrative fee will be deducted for each refund. **After March 24, 2013 no refunds of any kind will be given.**

Trip Insurance

If you think that there is a chance that you will need to withdraw from this trip after you have paid you may wish to consider buying trip insurance. Trip insurance protects you against any unforeseen need to cancel a trip. Trip insurance can cover the VSA fee and your airfare and hotel costs. There are many providers of this kind of insurance: one place to start looking is www.insuremytrip.com, (800) 487-4722, or if you prefer, you can contact Karen Bergenthal at toursdart@gmail.com. The VSA is providing this information purely as a service to you: we do not receive any compensation from any insurance organization.

The Victorian Society in America reserves the right to make such changes to the schedule, sites to be visited, or personnel as may become necessary or desirable.

REGISTRATION FEE	COST	NO.OF PEOPLE	TOTAL
Through March 17, 2013	\$50	_____	= _____
After March 17, 2013 (\$50 registration fee + \$25 late fee)	\$75	_____	= _____
Pre-Conference Tour	\$110	_____	= _____
Annual Meeting Package (not including pre- or post-tour)	\$575	_____	= _____
Optional Chapters Breakfast on April 25	\$10	_____	= _____
Post-Conference Tour	\$115	_____	= _____
Membership in the VSA (if not already a member)	\$55 individual	_____	= _____
<i>Non-members wishing to attend the Annual Meeting must join The Victorian Society in America</i>	\$65 household	_____	= _____
TOTAL REGISTRATION AMOUNT			= \$ _____

Please check all that apply:

- I will be attending the Alumni Annual Meeting & Dinner on April 26
 (separate advance registration is required for this event – see information elsewhere in this brochure)

Enclosed is my check for \$ _____ made payable to The Victorian Society in America

Please charge my Mastercard Visa Discover # _____

Expires _____ Sec. Code _____

Please note that we do NOT take American Express

Signature _____

Name _____

Additional Participant _____

Address _____

City _____ State _____ Zip _____

Phone (day) _____ Phone (evening) _____ Fax _____

Email address _____

