



*Enrich life in Northeast Florida by investing in Arts and Culture*

**Board of Directors Meeting  
January 17, 2019  
Jacksonville City Hall  
117 W. Duval St., Jacksonville, FL 32202  
Don Davis Room**

**Board Members Present**

Ann Carey (Chair), Claudia Baker, Pamela Smith, Bill Ferry, Ryan Ali, Christopher Lazzara, Jackie Cornelius, Diana Donovan, JaMario Stills

**Board Members Absent**

Anne Boccuzzi, Mac Bracewell, Jannet Walker-Ford, Kemal Gasper, Charlie Joseph

**Staff Present**

Joy Young (Executive Director), Amy Palmer, Christie Holechek, Cedric Lewis

**City Council Liaison**

Council Member John Crescimbeni

**Call to Order**

Ms. Ann Carey, Chair, called the meeting to order at 12:05 p.m. and made note that a quorum was present.

**Recognition**

Ms. Ann Carey, Board Chair, recognized and thanked Mr. David Engdahl for his nine years of service with the Board of Directors of the Cultural Council and presented him with a Larry Wilson sculpture as a token of the Board's appreciation. Ms. Christie Holechek, Director of Art in Public Places, also presented Mr. Engdahl with a Christie Holechek original piece of artwork on behalf of the staff.

**Consent Agenda**

There were no edits regarding the consent agenda.

**UPON MOTION** duly made, seconded and carried, the consent agenda was approved. The consent agenda included the following: Board of Directors Minutes of 12/20/2018 and Finance Committee Minutes of 12/18/2018, and the December CSGP and APP reports.

## **Committees**

### ***Finance Committee***

Ms. Pam Smith, Finance Committee Chair, reviewed December 2018 YTD Performance Snapshot with these messages: 1) Budget expenses are trending favorably three months into the new fiscal year; 2) Board members are reminded of their board responsibilities to pay their annual dues; and 3) we received an unqualified opinion from the independent, external auditor on our FY18 end of year financial audit indicating the agency books are representative in all material respects to what is presented (the books are clean). Discussion was also held around creating more scrutiny with the Water Street Garage (DIA Phase II) project and tying its progress to the financial reports.

## **New Business**

Ms. Jackie Cornelius updated the board on the National Arts Schools Conference, which will be held in Jacksonville on Oct. 22-25. She encouraged the Cultural Council to become a partner for the event, which will bring arts education leaders from around the globe to Jacksonville. The event is highlighting Creative Collaborations among businesses, art institutions and schools, as well as innovative best practices and leadership development.

## **Old Business**

### ***New Strategic Plan Review***

Ms. Joy Young, Executive Director, sparked discussion about the purpose of the agency by referencing the 2018/19 Work Plan and asking the question: are our programs supporting the mission? While many of the programs do support the mission, the board expressed the inability to adequately express what we do in a thirty second elevator speech. The point was made that we must be “super clear” on who we are - to hone in our identify - and to improve our branding to the community to make us more visible. Another point made was that whatever we are doing, folks should always come to us as the experts in that area. Stories of artists who benefited in their careers through assistance from the Cultural Council were discussed - and why weren't these stories shared as part of our story? There was also discussion about being “retail or wholesale” and identifying who we are serving. Council Member John Crescimbeni also emphasized that branding efforts should target the youth.

Ms. Young made the argument that, perhaps, we are in a sweet spot between being “retail or wholesale” with the following:

- *Economic Development and Communication Development* - through administration of the Cultural Service Grant (CSG) process and regranting of privately-raised dollars;
- *Arts Based Community Development* - through administration of the Art in Public Places (APP) program; and

- *Cultural Planning* - by identifying and leveraging arts/cultural resources, we can help strengthen their funding, connections, and collaborations across all facets in local planning (e.g. zoning).

### *Arts Awards*

The conversation shifted to the Arts Awards and the Board's development responsibility in selling sponsorships and individual tickets. Mr. Ryan Ali, who possesses extensive fundraising experience, expressed concern about the aggressive goal of the event (net \$150K) with only four months left (scheduled for May 10, 2019). He threw out the idea of tabling the Arts Awards for this year, which met with resistance because of the budget gap that must be closed to break even for the year (approximately \$125K). Also discussed was the possibility of changing the date of the event to take place towards the end of the fiscal year to allow for more time for planning, sponsorship development, advocacy (with the new executive director on board), and overall success. Each board members was asked to "give or get" \$10K - in addition to the \$1K for dues - in order to meet the financial goal of the event.

Action items that come from Old Business:

1. In answer to the question *What does the Cultural Council do?*, board members volunteered for an ad-hoc task force to create the story and elevator speeches to be shared with the rest of the Board as a start in our branding: Mr. Jamario Stills, Mr. Chris Lazzara, and Ms. Claudia Baker. A publicly-noticed meeting will be called for this group to meet.
2. Staff were asked to look at services other cities' Local Arts Agencies provided for presentation to the Board.
3. The Development Committee will reconvene to discuss options to ensure success of the Arts Awards, including rescheduling the event to a date later in the fiscal year.
4. Mr. Cedric Lewis, Finance Director, will send Mr. John Crescimbeni the Arts Awards budget information.
5. The Arts Awards will be a major topic for the February 2019 board meeting.

### **Public Comment**

The floor was opened for public comment; three members of the public were present, but no comments were made.

### **New Board Member Orientation**

The majority of the board members were excused from the meeting and Ms. Baker, Mr. Ali, and Mr. Lazzara stayed for the board orientation provided by Ms. Carey, Mr. Lewis, Ms. Holechek, and Ms. Amy Palmer.

### **Closing**

The meeting was adjourned upon completion of Board Orientation at 3:30pm.