**STRATEGIC TASK FORCE MEMBERS PRESENT**

David Endgahl (Chair)

K Mac Bracewell

JaMario Stills

Ann Carey (late)

**ADDITIONAL BOARD MEMBERS PRESENT**

Charlie Joseph

Tayloe McDonald

**CCGJ STAFF PRESENT**

Patrick Fisher

**CALL TO ORDER**

David Endgahl, the Chair of the Strategic Task Force, called the meeting to order at 6:00 PM. Mr. Engdahl began by handing out his agenda for the meeting.

**VISION / KEY STRATEGIC ISSUES**

JaMario Stills, Mac Bracewell, and Charlie Joseph were not in attendance for the vision and strategy exercise during the March 23, 2017 meeting. Mr. Engdahl provided each individual with the opportunity to review the “wish list” established during the March 23 meeting and add anything that they felt was missing from the list. The list was a response to the question, “I wish the Cultural Council…” The main topics of the list include: Sustainable funding; Diversity and equity; Recognition and promotion; Arts community relationship; Education; and Governance.

**ORDINANCES**

Mr. Engdahl discussed the two City of Jacksonville ordinances that impact Cultural Council businesses, which relate to the Cultural Service Grant Program and the Art in Public Places Program. Mr. Engdahl examined the role of the Cultural Council in the community prior to 1990 when no ordinances applied to the Cultural Council and the role was primarily to be a coordinator of the arts and cultural activities in the City of Jacksonville.

**PAST STRATEGIC PLANS**

Mr. Engdahl highlighted some of the pros and cons of past strategic plans.

**COMMUNITY INPUT**

Tayloe McDonald proposed gathering information from community stakeholders and using that input to develop the strategic plan. Mr. Joseph agreed that community input is a vital component of forming a strategic plan but that input should be gathered after the Board is a bit further into the process.

**INFORMATION GATHERING**

The group posed the question of what is the best method for gathering input from stakeholders. Suggestions included:

* Surveys
* Town hall meetings
* Independent interviews

**FUNDING**

The group re-visted the idea of establishing an endowment to support the Cultural Council’s mission and to fund the organization’s efforts.

**PRIORITIES**

Mr. Engdahl led an exercise to review the organizational “wish list” and prioritize the components of the list. The group identified the following priorities:

* Financial sustainability
* Broader access to the arts
* Community engagement

The group discussed the value of viewing those three factors as a Venn Diagram and that Cultural Council initiatives should address at least two of the three priorities.

**VALUES**

The group collaborated to identify key values that the Cultural Council should exhibit. Each group member provided 3-5 values. Mr. Engadhl will compile the values and present them during the next meeting.

**CLOSE**

The meeting came to a close at 7:30 PM.