



**Minutes**  
**Cultural Council of Greater Jacksonville**  
**Development Committee Meeting**  
Tuesday, May 5, 2020  
9:30 AM - 11:30 PM ET

**Committee Members Present:** Kemal Gasper, *Development Chair*, Ann Carey, *Immediate Past Chair*

**Committee Members Absent:** Diana Donovan, *Committee Member*

**Staff Present:** Joy Young, Megan Reid, Ashanta Williamson, Ellen Cottrill, Hilda Ettedgui

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**A. Call to Order**

Kemal Gasper called the meeting to order at 9:32 AM.

**B. Review and Approval of Minutes**

*Ann Carey made a motion to approve the minutes from 1.31.20, 3.2.20, 3.30.20, 4.3.20, and 4.24.20, Kemal Gasper seconded the motion. All were in favor, the motion passed unanimously.*

**C. Launch of Art Award Nominations & Press Release**

The committee discussed the language and timeline of the nominations and press release. They would like to add a quote from the board chair. The committee discussed the theme, video, and art walk aspects of the Arts Awards event. Ann Carey would like to continue with the theme of bridges: connecting business, artists, and community. The executive director discussed speaking with the videographer. Diana Donovan would like to be sensitive to artists during this time, the committee agreed and will format the languaging to do so.

**D. Review Sponsorship Package**

The committee discussed sponsorship opportunities, advertising, and visibility. Kemal Gasper spoke to the target audience for banking sponsors and how the Cultural Council of Greater Jacksonville can appeal to their target audience. The Chamber was mentioned as a sponsor. They spoke to last year's sponsorship with PNC and how that can be reapproached this year.

**E. Targeted list of companies to schedule meetings, etc.**

Potential sponsorship asks are PNC, VyStar, JTA, Florida Blue, Regions, AE Com, IBM, Jacksonville Jaguars, Brunet Garcia, Iberia Bank, Black Knight, FIS, Publix, Winn Dixie, JWB, VestCorp, Chase, Jax Chamber, Trader Joe's, and other organizations that board members are associated with.

**F. Budget for the proposed video event**

- The executive director spoke to the quote from LOL Jax, quoting a video production at \$2,500-\$3,000. Additionally, she is speaking with Tennika Hughes and Jim Alabiso to potentially co-host. At a maximum, \$7,000 is what is projected to produce the Arts Awards.

**G. Idea of a giving/cause campaign tied to the Arts Awards**

- Ann Carey suggested handwritten thank you notes to donors from board members; Kemal Gasper agreed. Ashanta Williamson and the executive director will work on messaging to not create confusion between campaigns.
- Ann Carey spoke to bring in additional committee and board members as the organization has openings. The committee discussed bringing in artists and business connections to be virtual hosts for the Arts Awards.
- Kemal Gasper also suggested the idea to leverage Every Single Artist Lounge coming together for in person streaming for Arts Awards and combining the two for september.

**H. Public Comment**

No comment was made.

**I. Adjourn**

The meeting was adjourned at 11:09 AM.