

Culture as a Destination
August 2, 2023 (Wednesday)
Meeting # _____
Time: 12PM - 2PM
Location: The Jessie

In attendance: Trey Ford, Yanira “Yaya” Cardona, Adam Madrid, Matt Shaw and Yolanda “Yollie” Copeland.

Called to order at 12:02 Yaya Cardona

Introductions:

Old Business - The CAD Draft recommendations by August 11th. Trey will be responsible to generate the report and then the sub-committee will review for final vote.

New Business:

Matt - LaVilla is the Jacksonville What could our recommendation look like.

The city develop a position for a city liaison

Matt Shaw - The create a city liaison office or officer to Identify and connect LaVilla stake holder and shovel ready projects to prioritize and elevate.

Trey: What other Curator services and support need assistance.

Yaya - Recommendation Jax Fair Grounds is moving the the Normandy Blvd. What other area that can be utilized for large out TDC Grants/

Jax is missing opportunities because of lack of infrastructure for large scale venues.

How do we create Equity in other areas around the COJ.

Guest - Lack of access because of the COJ gatekeepers. Need better partnerships with private stakeholders that want and are interested in having event here.

Recommendation: The COJ have a audit and retraining of employees and ...

Recommendation - The creation of the Art and Culture Officer or Primary Art Leader.

***Recommendation: Audit permitting process for city events and target ways to streamlines.

***Matt - Recommended Language for the above: “Create a tasks force to identify assessable public spaces to target for basic infrastructure improvements in neighborhoods across the city.” Include fairgrounds, old landing, riverfront plaza, Old Stanton, and areas typically neglected on the north side areas (Dunn and Lem Turner) equestrian center, OceanWay/Pecan Park.

Matt - Recommendation: for example to spend 10 billion dollars of public transportation and it (Trey) relation to tourism and tourist related activities.

Matt - Working group need more information (RFP?)

Yaya Recommendation - World of Nation be more like a (Disney [trademark issues] Mimi EPCOT)

***904DAY Fest....

Adam: Raising the issue of the film industry in Jacksonville.

Trey - Perhaps Tax incentives that welcome a film studios. Is “Norman Studios” private or city owned and operated? Could the city look at other cities around the state?

(Tampa and Miami have done a great job transforming their city centers)

Next meeting: Adam research other cities like Tamp and Miami, Orlando, etc.

Trey: Recommendation - allocating COJ funds towards to continued support towards Norman the studio as compared to the “Fire Museum”.

Note to self Monday: 4PM - 6PM next CAD meeting at City Call. Speak to Michelle about reserving a room.

Matt - Office of Music in Huntsville (CSG JaxCC) is framed as a economic development office is used to retain and attract musicians in Jax when competing with other cities with competing interest. Refer to Sound Diplomacy reporter. Perhaps the recommendation can be to

Yaya: Suggests group review Chicago Arts and Special Events Office https://www.chicago.gov/city/en/depts/dca/auto_generated/dca_mission.html

Yollie - Report given - SME’s invited. No one shows up to speak.
PUBLIC COMMENT

NgWebi Fobi - “Think Bold Fest”. Looking to enrich the community. Any pain points: it appears to be a tedious task to bring an event to the city.

Ross - Here as a citizen/ residents of Jax. Wants to listen and learn. (JAX Jazz Fest)

Amber - There as a resident. It's 1st in the region and the 2nd in the region. How does the Harlem of the South affect groups like MOCA. There is an ongoing film series. There are 120 seats. (MOCA Jax)

Adela Hittell - We need to "Start start start and LaVilla is a worthy area of concentration and focus. This is long over due and it is the gateway to the city which could..."

Terry Bork, PA -

1. Wants to see if we can get the old Jax film festival back on the map. What killed it was the Great Recession on 2008? This can be a destination event run concurrently with
2. World Golf Village is moving. The IMAX is moving too. There are 30 countries in the world to go see a movie of iMAX. Why can't Jacksonville be one of them?
3. Recommend:

Adam: LOL Film Fest: speaking in support of local and international film fest based here in Jax.

Trey: are there any other cities where there is a city owned theater?

Trey - Please make the recommendations to the Committee: Doing the best with what we have.

The city structure prohibits the healthy promotion of festivals such as the JAX Film Fest.

Recommendation around marketing and —— support.

TDC needs to restructure and rebranding [with the org there is a major challenges]

Move to approve the minutes:

Yes: 5

No: 0

Yaya Need to add a second meeting. All agree.

Next meeting Monday, August 7, 2023 at 2PM - 4PM at City Hall: Room TBA and Wednesday, August 9, 2023 at the Jessie.

Meeting adjourn: 1:46PM