

Arts, Culture, and Entertainment Committee

Mayor Donna Deegan Transition

Date: Monday, July 31, 2023 – 2 pm – 4 pm

Location: City Hall, 117 W. Duval St., Jacksonville, FL, 32202. Exam Rooms 1 & 2 Mezzanine Floor.

Chair: Hope McMath

In Person: Liz McCoy, Mai Keisling, Katie McCaughan, Alexander Michael, Trey Ford, Yolanda Copeland, Chrys Yates, Josh Taylor, Shawana Brooks, Emily Moody, Mark Walker, Tim Stephen, Jenny Hager, Christa Sylla, Kady Yellow, Adam Madrid, Matt Shaw, Bobbie O'Connor, Nivea Glover, Yaira Cardona,

Zoom: Toni Smailagic, Taryn Wharwood, Laura Phillips Edgecombe, Ben Thompson, Kimberly Hyatt, Gabie Ruiz, Schynell Walker, Diane Brunet Garcia, Amber Sesnik, Adonnica Tolier

Visitors: Spencer Jones, Thea Jeffers, Jason Tolbert, Ashley Aguilar, Angelina Bottle, Aleeyah Dixon, Jasmine Louis Jacques

In attendance as subject area experts: Kat Wright, Diana Donovan, Amy Polmer

Stephen Dare, Joelle Dillard, Office of General Counsel, Michelle Godwin-Ware, Neighborhood Services Office

1. The meeting was called to order at 2:07 p.m.
2. Approval of July 17 and July 24. 2023 minutes
3. Welcome, and Chair remarks from Hope McMath.
 - Chair McMath announced that on August 22, 2023, all the chairs from the various transition committees must provide a presentation on where their committee is at with their specific recommendations. The presentation will be given to Mayor Deegan, her staff, and the committee chairs.
4. Artful Moment: Stephen Dare read Max Ehrmann's poem Desiderata
5. Upcoming convenings and town hall meetings
 - Chair McMath announced that the Ritz Theater and Museum at 829 N. Davis St. had been confirmed for the first Convening of Artists, Cultural Workers, and Creative Entrepreneurs. The meeting is scheduled for Monday, August 7,

from 6 p.m. to 8 p.m. Alex Michael will create the graphic piece in various formats for the event. That information will be provided to everyone to share as soon as possible. The minutes and notes from the event will be shared with everyone.

- All subcommittees should keep track of everyone they are having conversations with. This will allow the committee to honor participants' voices as part of the process and include them in the final report if applicable.
- There is no specific budget amount set aside for the work of any of the transition committees. However, Mayor Deegan has set aside some money in her first budget to fund the committees' recommendations. The budget must go through City Council before being approved. If the subcommittees may have suggestions that will have budget impacts, please include that in your recommendations.

6. Subcommittee Updates:

Culture as Destination Subcommittee: Announced they will be focusing on items A, B, and C of the Arts, Culture, and Entertainment Culture as Destination subcommittee focuses. The subcommittee did not have a quorum at its last meeting, but items discussed will be voted on at the next subcommittee meeting. Trey Ford discussed how a 1927 courthouse in the heart of downtown Orlando was restored and turned into the Orange County Regional History Center and how something like that project could be done with the Historic Old Stanton High School in Jacksonville.

Mark advised that active development at the Historic Old Stanton High School is underway. 2.5 million was awarded by the state to help preserve and transform the building. Construction managers have been hired. It was advised that the subcommittee speaks with Mamie Davis, Chair of the Board of Trustees of Historic Stanton, Inc., Laura Edgecombe, Director of Development and Strategic Partnerships for Build Up Downtown (BUD), or Sondra Fetner, Director of Placemaking for the Jessie Ball duPont Fund to find out what is planned for the building.

Yolanda Copeland announced that the Armory was another location the subcommittee was researching, but it is not part of the Harlem of the South.

Chair McMath stated that the Historic Old Stanton High School has great potential, and it would be great to find out how or if the City of Jacksonville is involved. If they are not, should their involvement be recommended?

Chair McMath reminded the committee that they are not charged by the mayor to start new cultural organizations but to make recommendations of things that are

doable and fundable in a time frame of now to four years. There are many cultural organizations here in town that we have discovered are underfunded, understaffed, under-amplified, and under-marketed. How do we strengthen and broaden the impact of things that are already happening

Visitor Spender Jones committed that he is concerned that people outside a community is primarily involved in deciding what occurs in that community.

Discussion concerning how the city and various organizations can activate all citizens, especially historic black communities so they can have input in what's taking place in their communities. Perhaps restructuring needs to take place and get critical people at the table because, unfortunately, that is not taking place. The ACE Committee is charged with culturally activating every neighborhood, but we want to ensure communities own it. Not the city of Jacksonville or the subcommittee

Do Better With What We Have Subcommittee: Announced that they have a double-sided 81-page listing of city-owned properties from the Property Appraisers office. The plan is to create a Google map of properties that identifies what we have and what it will take to bring the location ready for the bare minimum use for artists. The subcommittee has a meeting scheduled with Laura Edgecombe. DBWWWH is interested in public-private connections and will meet with Suzanne Picket of the Historic Eastside Community Development Corporation. We are also discussing the benefits of private verse public management and the management of city spaces.

Chair McMath asked the subcommittee to remember that there is much work to be done and that they should make recommendations indicating that the work is essential and needs to be further taken up and organized in a way the ACE Committee does not have time to resolve. The committee is to create the process and system in which other people can tap into a space or location.

Talent Retention Subcommittee: Announced that the conversations and work gathered from artists and the creative class all have similar stories about why they leave and don't return to Jacksonville. The subcommittee is also researching the resources artists and creatives need and some of the barriers described. An asset map of venues is being created to identify if they are union or not, as well as creating an asset mapping of spaces where art is made, rehearsed, filmed, edited, recorded, and much more. Subsidized housing can be utilized as a live-work space in neighborhoods located downtown and across Jacksonville. Signage to point people to where art is being made, shared, and produced. How do we beautify the city with signage and embed the work of creatives in the project. Discussion is being had around creative capital workshopping, grant workshops, apps, legal advice, marketing, websites, and advertising. Things needed to develop a brand and help become a small business. The subcommittee has started to create a recommendation that

includes creating something such as a Jacksonville Arts Chamber of Commerce or some other arm of the city that are policy experts regarding our culture and entertainment. The subcommittee is also researching the Universal Basic Income programs for artists, which help retain talent and make it affordable to live in the city. Research on value-added tax and artistic scholarship and establishing cyclical individual art grants and discounts that would cap at five or ten years for certain groups of individuals and then change.

Comments included the inclusion of young artists in a meaningful way and the availability of grants and other funding for young artists. There is a need for more creative workshops in Jacksonville.

Students are encouraged or sent to Los Angeles or New York for internships and work. Generational artists are mentoring and training new artists but are sometimes forced to leave Jacksonville because of economic reasons and the need for more support.

The LGBTQ+ population of young creatives are leaving Jacksonville because they are not supported and find it challenging to secure safe living, work, and creative spaces.

Chair McMath acknowledged that the issue of belonging and safety in our community exists and is being discussed heavily in one of the other transition committees. This may be something that the ACE Committee needs to include in its recommendations.

Stephen Dare stated that Mayor Deegan is invested in inclusion, and a transition committee focuses on the empowerment of the marginalized.

Arts and Wellness Subcommittee: Announced they are bringing the Blue Zones Project Jacksonville into the conversation. The subcommittee is researching how the social determinants of health impact the community and how the arts positively impact health and well-being. The subcommittee focuses on the overarching goal of healing, cohesion, equality, and social. The One Nation One Project in Gainesville is an excellent example of engaging the community and collaborating on art and cultural programming with the city.

Art in Public Places Subcommittee: Announced that the subcommittee is researching and discussing how the city can integrate arts and culture strategies into economic development, health, safety, housing, workforce, and community resilience efforts. As well as partnering with other entities, such as the Department of Transportation, where infrastructure and the arts can be combined. Where can opportunities and events be housed? Perhaps on the city website. The possible creation of a position for a liaison of the arts within the city's special events and entertainment department. The creation of an arts

identity is needed for Jacksonville. What are the underutilized spaces that are present? Increase funding for the arts through tax initiatives. Legal assistance with contracts, proposals, copyrights, and insurance requirements for artists is scalable in terms of the project. The development of projects with local artists in mind. Creating public art opportunities in underserved neighborhoods and working with the Citizens Planning Advisory Committees (CPAC) to help assist in identifying communities that have been underserved. Discussion around obtaining a list of grants.

7. **Public Comments**

- Question regarding if the auditing of assets throughout the city is done or the list available.
- The DBWWWH subcommittee is working on that information.

- Question whether the Cultural Council can give the committee an opinion regarding what needs to be adopted into the Ordinance.

- Question concerning obsolete programs that may need funding to be brought back.

- Visitor stated there is a barrier to holding and getting events to Jacksonville. He suggested concentrating on one community at a time that represents that area because Jacksonville is so large.

- Visitor stated that there is a significant need for more inclusion as the Food Truck vendors do not feel included and would like a location where they can serve people where tables and chairs are offered.

- Visitors stated that it is not affordable for some vendors to obtain booths at events like the Jazz Festival. The fee should be revisited.

- Visitor stated that preference is given to people based on age or who have more diverse and lengthy careers as artists or portfolios. Artists of all ages should be allowed to create and grow their businesses. She also stated that there are healthcare spaces that do not take art seriously, and there may need to be a collaboration with healthcare workers to assist them with understanding the importance of the arts and wellness.

8. The meeting adjourned at 4:06 p.m.