

Talent Retention, A Subcommittee of the Art Culture & Entertainment Committee

Downtown Vision Inc.

29 West Monroe Street

Jacksonville, FL 32202

July 25th, 2023, 3-5 PM

Start: 3:19 PM

ATTENDANCE

Katie McCaughan - Chair

Kady Yellow - Co-Chair

Christa Sylla

Toni Smailagic

Taryn "LoveReigns" Wharwood

Sam Burns from the Cultural Council

Stephanie Brendall (public) Ma-Bos (community art)

Ashari Cicero Jr. Dance major at FSU

Jason Williams, local artist

Haley Tinkle (DVI)

Phoebe Mullis (DVI)

Alexis Alexander (artist)

Artful moment: Soul Release & Boomtown reference by LOVE

Schedule All Future Meetings

Tues 8/1 from 3-5PM, Fri 8/11, 8/18, 8/25 and 9/1 from 2-4PM

Preliminary reports due 8/22

Review & Narrow Sub Committee Scope of Work & Charge

Defining artist (focus on individual)

People run programs, think of workers and not just individual artists

Who are we trying to identify and serve?

The Creative class (think about the artists and the people who make that happen) Dances, actors, filmmakers, musicians, sculptors, installation artist, teaching artist, photographer, culinary artist, tastemakers, costume designers, lighting designers and stage managers, wardrobe/make-up stylist, writers, DJs, tastemakers, thespians, playwrights, screen writers, content creators, fashion designers, graphic designers, digital content creators, set-designers, critics (writers), media, curators, event producers, and promoters

TOPICS:

Propose opportunities to our creatives

Inventory spaces

Meet with representatives on the Creative Timeline
Embed artists into city work

Essential Questions for Each Topic

Share Out from Member Research & Next Steps

Christa - Arts Educators - scheduling with Trenton Shakespeare (teaching artist) and Jennifer Turbyfill (dance) and Mama Team (spectrum dance entertainment)

Katie will develop a list of questions for community workers, students & teachers vs. professional creative class in the form of a google survey of what drew them out of town?

Toni

What was the reason for leaving?

Would you come back?

What does that city have that Jax does not?

Al Letson had great details vs. why did you stay, why are you in Jax?

Lucy Chen (Any Given Child) recc as SAE

This work is not just about creating artist but also about creating patrons

Try to engender a citizenry that is engaged to create a deeper love for the art forms and audience development (as a public) as there are communities that do not get exposed to the arts and how to create more opportunities for funding

Love - research on venues who created a spreadsheet and a copy will be provided at the next meeting

Venues - diff forms of art require diff spaces (size, the way the audience is designed, etc).

For example producing a play vs. a photography exhibit

We are charged with looking at the diversity of the arts, do we have affordable, practical and accessible space for each of the arts

-education/prof dev - looking at rates, contracts and interfacing with venue owners and how to negotiate to empower our artists

-convening of vendors owners and what incentives can COJ offer?

How can COJ/city incentivize business owners, venue owners, and large corps to do more in service of the creative class? Regulations or abatements around rents?

FU: What is the application process? Interview with Quinn Singer

Ex. Art Ventures Grant

Housing

Missing: Huge marketing and communications component which should be addressed at the larger full committee (what do we have & what do we need)

Toni - after 7 in-person meetings and open invite to artists who have left to submit their input online (mostly from writers) who cited grants, housing, residencies and looking at ordinances that we have and abridge it via chat GTP and comp to other cities

Tourist board - visit jax (bed tax - 2% of hotel) and this year was 11mil.

Ex) artist postcards not a generic one to communicate that we are a city that takes art seriously, artist books and art in hotels

When asked what is going on and what restaurants:
called Marriot (not much happening), Hyatt (there is a concert and COJ site), and DoubleTree (did not know Sip & Stroll was happening) and employees should be considered resources so they can explore the area (not on their dime) and they would love to see a micro-grant from VISITJax

IDEA - VAT Tax (value added tax) and how might that fund pilot programs

-Art Ambassador

-Chamber of Commerce for the Arts or a "Visit Culture" modeled after Visit Jax that is public, open and activated to centralize and locate the services needed

*how are we expanding our understanding of cultural tourism

Incentives to involve local artists with new businesses:

There are DIA facade grants \$5-10K to cover them such as painting or decorative elements?

Ex. any new commercial building in Philly contributes 1%

Jax has a public art ordinance 1:6, public art gets .75 of 1% for public art which covers admin., maintenance, and art

Art collector culture - how do we get younger people interested in acquisitions

Why did ArtsAlive leave this region \$10,000 vs. the current \$2,500 which is not OK

VyStar has created a new foundation, can COJ incentivize to create more unrestricted giving opportunities

How do we-frame this and talk about it differently?

Issue - grants are cyclical and not sustainable, you may not be able to rely on it

Develop List & Schedule Subject Area Experts

Deborah Reed

Public Comment

Ma bones: Art Commerce, Clay county libraries. Parking isn't accessible to low income. Commerce can be included in libraries. A model for the entire city (not just downtown), the largest art event was an idea I had which I mentioned to a man who then implemented it, Diamond Grey is in Baltimore because she did not have opportunities in Jax, it is very hard to get artist space if you do not have "a name", support non-predatory art spaces (pay to play) it should be set up as a barter, faulty contracts on "young" artists

Love Reigns - An artist from Costa Rica installed Ebonie's image and offered her the space for free when she pushed back re: no compensation

Sam (Cult. Co.) - Public art ordinance is a bit of a read but there is allocated funding ORD 126

We are grateful for the work CC does.

Ashari - Addresses lack of job opportunities

This committee is comforting, as a young dancer I do not know how to transition into being a young professional and making a living vs. other job have step-by-step guides like lawyers and doctors. I had a really bad experience with Beyonce's dance manager, but what actually happens in the profession, how do I integrate dance and passion. "I won't come back" as I am pushed to NY or CALI, that is where the internships are or go to Miami, Orlando the funding and ecosystem is not there

What examples of professional artists jobs do we have in Jax? We have very few professionally modeled companies. We do not have examples. The only local model is teaching artists.

Alexis - knows of a corp. structure model to incentivize rooting - buying a house
Is there a liaison between COJ and what benefits exist?

How do we embed a position in COJ to represent this voice?

Lack of trained West African Drummers who recently relocated to a City of Miami position that is not available here in Jax.

Haley - has a list of city properties to rent and how do we get this out there?

Jason - I create despite COJ not in spite. If we had more places, more centers for inspiration instead of trying to solve all the problems so artists become leaders, it's lacking that creates searching. I am creating Jax Xmas Spectacular at The Ritz (\$28,000 rent) and there is no funding available at CC for the cast of 24 people plus tech and I hope to inspire people and an alternative to The Nut Cracker

Adjournment 5:09PM