

Arts, Culture, and Entertainment Committee

Mayor Donna Deegan Transition

Date: Monday, July 17, 2023 – 2 pm – 4 pm

Location: Main Library, 303 N. Laura St., Jacksonville, FL, 32202. Multipurpose Rm.

Chair: Hope McMath

In Person: Liz McCoy, Yolanda Copeland, Chrys Yates, Josh Taylor, Shawana Brooks, Emily Moody, Yanira Cardona, Mark Walker, Jason Peoples, Jenny Hager, Christa Sylla, Kady Yellow, Toni Smailagić, Tim Stephen, Adam Madrid, Matt Shaw, Mic

Zoom: Katie McCaughan, Taryn Wharwood, Bobbie O'Connor, Lisa Thomas, Hana Ferguson, Stanly Scott, Kym Maye, Jovial, Emily G., Rachel Harris, Renee Manning, JEA, Shay Hill, JEA

Absent: Mai Keisling, Barbara Colaciello, Niveah Glover, Trey Ford, Mike Yokan, Alex Michael.

Visitors: Rahman Johnson

In attendance as subject area experts: Kat Wright, Amy Palmer

Joelle Dillard (Office of General Counsel), Michelle Godwin-Ware (Neighborhood Services Office)

1. Meeting was called to order at 2:14 p.m.
2. Welcome and opening remarks from Hope McMath. Chair McMath discussed Mayor Deegan's recommendations and priorities for the budget, which include additional funding for various programs and issues faced by the City of Jacksonville. Arts and Culture is one of Mayor Deegan's priorities.
3. Review of Timeline and Purpose:
 1. Chair McMath advised committee members to post meeting notices in a timely manner. Subcommittee Chairs should provide Mrs. Godwin-Ware with their meeting information no less than 48 hours, preferably 72 hours in advance. Subcommittees should try and create a calendar of their meetings for the duration of the assignment and provide it to Mrs. Godwin-Ware.

2. When using Zoom, it is not required to record meetings. However, if a subcommittee does record the Zoom, the recording must be provided to Michelle to have available for public records requests.
3. Questions:
 1. Can subcommittees share information, documents, or transverse material that comes up between meetings online?
 2. Mrs. Dillard, Office of General Counsel, advised against it. Hyperlinks may be included in meeting minutes, reports, and data. Physical documents should be shared during meetings.
4. Chair McMath reviewed the timelines set forth for the Arts, Culture, and Entertainment Committee:
 1. July 25, 2023 - An interim report is due.
 2. August 8, 2023 - The first draft of the committee's recommendations is due.
 3. August 22, 2023 – All committees will formulate a combined report.
 4. August 29, 2023 – Final report must be submitted to the Mayor.

Mayor Deegan wants the report publicly available by September 29, 2023.
5. Chair McMath briefly reviewed the purpose of the Arts, Culture, and Entertainment (ACE) Transition Committee.
 - The ACE Transition Committee is not in place to design small projects.
 - Remember to think about what our city government can do for Arts, Culture, and Entertainment for the citizens of Jacksonville.
 - The framework is what our culture looks like regarding what the city government (City of Jacksonville) can do.
6. Discussion was opened. Each subcommittee shared their progress relating to their focus areas and the deliverables listed on the agenda (see the attached agenda from Monday, July 17, 2023, meeting for a list of the subcommittee deliverables).

1. **Talent Retention Subcommittee** is working on identifying Jacksonville's cultural infrastructure; what it needs in terms of space. Whom to talk to in terms of educators and schools, and administrators? As well as identifying artist residencies and grant availability, requirements, and types. Affordable workspaces and living. What is a Jacksonville artist's quality of life like? How do we create opportunities for artists to be recognized and appreciated for their work? How can the city be involved in pairing the City government, artists, and the community? Recommendations for supportive policies and regulations for artists and entrepreneurs. Inclusion and diversity, Safer communities, and safe and healthy places for making art places for making to ensure that a variety of voices can be heard and can express themselves. Discovering how more opportunities can be created for local talent. Why or how vacant buildings can be used as alternative venues for galleries. The permitting process for events should be made easier.
 - Chair McMath stated she has three invites out to replace committee members and is working to include the voices of the youth.
2. **Arts in Public Spaces Subcommittee** asked for clarification on its charge and the intended definition of public art. Does it include culture, or should the subcommittee consider public art and context? Chair McMath stated that applying the equity lens to their charge is important. The intention is, in part, to help the city redefine its public places.
 - Information was shared regarding the previous tax the city used to fund and expand the number of buildings that are part of Art in public places and the research that has taken place over the years by the Cultural Council and the City of Jacksonville.
 - A question was posed regarding how to ensure the artist has control over how their work is shared, taken care of, and portrayed in a public place.
 - It was suggested that those chosen to be at the table to decide how art will and is handled go through standard cultural competency training.
 - Contracts used for an artist have problems and need to be addressed, such as insurance requirements and copyright issues.
 - The Request for Proposal and Request for Qualification process needs to be reviewed. An artist or specialist should be on the committee—someone with a concept of art and the competency to make an informed decision.
3. **Culture as Destination Subcommittee** is working on breaking down areas of focus and venues to contact for feedback regarding barriers, ways to strengthen relationships, and how COJ can help them be more successful

with their events. Five questions have been created to use when meeting with leaders. The first Culture as a Destination subcommittee meeting was held on Friday, July 14, 2023 and opened the floor to the public to allow feedback on what they wanted. The public requested more resources, indicated the need for more venues, requested the permitting process be made easier, and the city website be redesigned to make it easier to navigate. Jacksonville needs to showcase itself and its artist to draw more people from out of town.

- A comment was made that Jax Care helps to connect people to resources.
 - Chair McMath advised that the committee should also look at non-event spaces.
 - Communication, marketing is something the whole committee should be thinking about. Marketing is a critical piece.
4. **Do Better With What We Have Subcommittee** stated they are preparing a list of venues to focus on and will contact the Tax Collectors Office for a list of spaces that can possibly be activated. Contact ASM Management and speak with those that utilize the ASM properties space and spaces such as the White Church Armory, the Equestrian Center, and Florida Theater. The subcommittee had a visitor who could provide context to the discussion. A discussion was had about ways to mitigate some of the costs involved in working in spaces that have a union. Perhaps there is some abatement program or budget relief assistance. The subcommittee is mindful to focus not only on downtown but on the cultural deserts within the city to ensure all parts of the city are activated. The subcommittee will also be speaking with various other entities and special groups regarding grants, groups that have tried to organize events and have been turned away, and groups that are currently using the sea space—the structure and conditions of the Arts Commission. Review city ordinances and policies regarding Art.
- Chair McMath stated that perhaps having someone attend one of the ACE Committee meetings to discuss public funding and philanthropy would be helpful.
5. **Arts and Wellness Subcommittee** is taking an asset-based approach to their assessment. Determining what is available and achievable. The subcommittee will focus on three main topics that need more exploration.
- Events – Large, small, and neighborhood events.
 - Communication – What is happening in the city, with the artists, and with the community? Getting the information out.

- Transportation – Transportation hinders participation for those in some communities. Bringing services, events, and activities to various communities.

Determining how to help support other committees and how the work of the larger committees can support the arts. A national initiative in Gainesville and nine other cities in the United States called “One Nation One Project is being launched. It uses the arts to improve community well-being. The aim is to improve community health, create economic opportunities and build partnerships through existing organizations.

7. Public Comments

Amy Polymer will happily share a strategic plan with the committee during her Monday, July 24, 2023, presentation.

Stanley Scott advised the ACE committee to explore Jacksonville's various neighborhoods and communities.

8. Adjournment at 4:08

Arts, Culture & Entertainment Committee Focus

1. Support and retention of artists, cultural workers, and creative entrepreneurs

- a. Propose opportunities for development of artists, cultural workers, and entrepreneurs through new and existing initiatives. (programs, investment opportunities, and incentives.)
- b. Identify barriers to viability for artists to live, work, and thrive in the city. Propose creative solutions.
- c. Identify opportunities to embed artists and cultural workers in work of city.
- d. Inventory spaces to activate for artists to create in and as venues for events and cultural programs.
- e. Convene artists, cultural workers, and entrepreneurs to identify areas most important to them.
- f. Meet with representatives of and consider ongoing collaboration between leaders along the creative talent pipeline - schools, universities, professional artist and youth, artists, mentors

2. Art in Public Spaces - Expansion and Equity

- a. Meet with key stakeholders, including neighborhood organizations, artists, entrepreneurs and culture bearers
- b. Identify existing and brewing efforts for activating public spaces through arts and culture.
- c. Identify communities, neighborhoods, city orgs. underrepresented/under funded/under leveraged.
- d. Propose action items to implement, connect, and improve public art efforts (ie. expansion of/changes to public art ordinance)

3. Culture as destination

- a. Meet with leaders of city-wide and neighborhood cultural events, festivals, entertainment venues to determine barriers and aspirations.
- b. Identify 'one-off' events and arts activations for evolution into sustained programs.
- c. Look for and strengthen the connective tissue between arts, culture, and entertainment and city-wide development and marketing efforts.

- d. Propose ways that city can better support sustained opportunities for arts organizations, local artists, and entrepreneurs to drive and benefit from cultural tourism.

4. Get Creative and Intentional With What We Have

- a. Identify existing city-owned historic and culturally important spaces, dormant programs, or neglected venues.
- b. Meet with leaders in city departments and city-managed venues to understand underutilized assets and paused programs (ie. historic resources, The Ritz Theater and Museum, Civil Rights Trail report)
- c. Propose action items to reignite and reimagine assets the city already has, with the arts - those who create it, care for it and share it - as the catalyst.

Elevating Arts, Culture & Entertainment in cross-sector collaborations to promote wellness, diversity, healing and social cohesion.

- a. Meet with leaders in public health, arts & culture, and community development to find synergy and develop shared language around the central role of arts & culture in the health of a city and its people.
- b. Identify where existing city efforts around quality of life can benefit from arts leadership/integration.
- c. Propose ways that the city can advance sustained collaboration between arts & culture, health, and diversity efforts.