



AGENDA  
ARTS & CULTURE NASSAU  
REGULAR MEETING  
MONDAY, AUGUST 1, 2016  
6:00 P.M.  
PECK COMMUNITY CENTER RECEPTION ROOM  
516 S. 10th STREET

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF MINUTES**

**3.1. APPROVAL OF MINUTES**

*MINUTES*

Documents:

[REGULAR MEETING MINUTES 030716.DOCX](#)  
[REGULAR MEETING MINUTES 051616.DOCX](#)  
[STRATEGIC PLANNING SESSION 040316.DOCX](#)

**4. OLD BUSINESS**

**4.1. CITY MANAGER DISCUSSION**

*TERI DEAN TO UPDATE MEMBERS ON MEETING HELD WITH CITY MANAGER*

**5. NEW BUSINESS**

**5.1. MEMBERSHIP UPDATE**

*DISCUSSION ON NEW MEMBERSHIP*

**6. ADJOURNMENT**



*All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at 904-310-3115 or TTY/TDD 711 (for the hearing or speech impaired).*



\* Call to Order

6:01pm: Chair McDonald

\* Members Present

Chair McDonald  
Vice Chair Barron  
Member Bolan  
Member Payne  
Member Shea  
Member McDannald

\* Members Absent

Member McLeod  
Member Powell – excused  
Member Taylor - excused

\* Approval of Minutes (February 1, 2016)

Member Bolan made a motion that the February 1, 2016 meeting minutes be accepted as written, with no corrections. Chair McDonald seconded the motion. All present members voted Aye to the minutes.

\* Strategic Planning Session

Member Bolan laid on the mission of the strategic planning session to be held on April 2 2016 from 2:00p – 4:00p. At the time of the meeting, there was not a secured location. Alisha will check on the Museum of History. Member McDannald stated that the Island Art Association Art Education Center was available. Member Bolan suggested asking previous Arts & Culture Members, each current member ask the person the proceeded.

\*Community Forum

Member Payne check on New Vision Church for the location for the April – or April 23 Community Forum, the cost will be \$50.00. Chair McDonald gave an update on the Publicity Forum. Chair McDonald is still trying to solidify a speaker and a date. The objective of this forum is to better understand how public relations work, also a networking opportunity for not for profit representatives.

\*ACN Membership

There was a discussion about replacing the Fernandina Little Theatre with an at-large member. There was also a discussion about replacing the Fernandina Little Theatre with another organization like the Tourist Development Council or the Amelia Island-Fernandina Beach-Yulee Chamber of Commerce. Alisha will reach out to the Deputy City Clerk for direction.

\* Member McDannald's Art Project

Member McDannald requested support/endorsement from the group on a packing tape sculpture project. There was a discussion, the consensus was to table this until after the strategic planning session.

\*New Business

There was an application submitted by Sandra Dawson for at-large membership. The application was reviewed by the board, with a few personal recommendations. The group thought, based on the application, that Ms. Dawson would be a great asset to the Council. The consensus was that it is ok to proceed.

Suzanne McLeod's membership has expired. Alisha will reach out to the Amelia Island Jazz Festival about how they would like to proceed.

The piece of land that currently houses the temporary totem art display has been sold and they have to be removed. There was a discussion about the time frame, Alisha will check on the time frame. Member McDannald stated that the Art Association has someone that will remove the totem art display.

\*Adjournment

6:57 p.m., Member Bolan moved to adjourn. Vice Chair Barron seconded.



\* Call to Order (No Quorum)

6:00pm: Chair McDonald

\* Members Present

Chair McDonald  
Vice Chair Barron  
Member Powell  
Member Payne  
Member McLeod  
Member McDannald

\* Members Absent

Member Bolan  
Member Shea  
Member Taylor  
Member Dawson

\* Approval of Minutes

February 1, 2016 minutes were signed as they were approved at the March meeting.

\* Discussion – Strategic Planning

A) Strategic Planning: Continue discussion from strategic planning workshop

The group discussed the action priorities resulting from the planning session. The top action was recalibrate with government and organizations. The council will set up a meeting with the City Manager and County Administrator to see if they have opinions on what the group should be charged with.

\*Old Business

\*New Business

\*Adjournment

7:00pm

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Board Member

Date

\*Minutes recorded and transcribed by Scott Mikelson



**Nassau Arts & Culture  
Year 3 Strategy Planning Session**

Amelia Island Museum of History  
1:30 – 3:30 PM 4/3/16

Present: Marge Powell (facilitator), Sandra Barron, Bob Bolan, Sandra Dawson, Tony McAdoo, Marla McDaniel, Rebecca McDannold, Evelyn McDonald, Alice Payne, and Fran Shea.

**Part 1: Clarity & Viability**

1. The Strength's & Weaknesses developed by Bob Bolan were posted on a flip chart. Attendees added one strength and one weakness both relating to the county then attendees were asked to dot vote for the strengths and weaknesses they considered most significant. There was one vote per attendee. Results:

**Strengths**

- Fernandina Beach City staff support
- County performing financial management and responsibility **6 votes**
- Some dedicated volunteers **3 votes**

**Weaknesses**

- Low commitment of member agencies (only 9 people present) **5 votes**
  - Low public awareness of ACN **2 votes**
  - Sunshine laws
  - Revenue sources not at critical mass **1 vote**
  - County – ambiguous relationship
2. We then asked the attendees about the Member Organizations. The first question was **“Why does your member organization care about ACN?”** Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:
    - Coordination of schedules of events
    - Potential for grants **3 responses**
    - Having a vote for decisions being made **2 responses**
    - Hopefully, state, county, and city support and increased awareness **2 responses**
    - Another avenue for advertising
    - To be with the rest of the players
    - Public arts projects and community projects
    - Why does ACN care about the 8 organizations and what is in it for ACN?
    - It does not

The 2<sup>nd</sup> question was: **“Why SHOULD my organization care about ACN?”** ?” Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

- The opportunity for partnerships
- P/R, publicity
- Grants **2 responses**
- Forums/education
- It shouldn't care
- Synergy for the arts **2 responses**
- Leading council to coordinate legislative support and money
- Community unity of arts for visitors
- They invest the organization's resources in providing a member to ACN

The 3rd question was: **"Why am I the rep to ACN?"** Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

- My organization traditionally had an active rep; no one else volunteered for this term **3 responses**
  - Previous experience **2 responses**
  - Art education advocate for children and adults
  - Lived in city, knew Friends of the Library
  - City resident involved and appreciative of the arts
  - I was asked by the board and want to promote community awareness
  - To find a local perspective
3. We then asked about the members' interest and motivations. The first question was **"What's in it for me, personally, to be part of ACN?"** Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

- To be part of the decision making process **3 responses**
- To help advocate for arts and culture **6 responses**
- Contributing to my organization **2 responses**
- As a future retailer
- Networking and synergy **4 responses**

The 2<sup>nd</sup> question was **"What SHOULD be in it for me, personally, as a part of ACN?"** Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

- Money for my organization **8 responses**
- Satisfaction **4 responses**
- Community **5 responses**
- Connection with elected officials **4 responses**
- Fruition **6 responses**

4. The big Questions. The attendees were then asked to write the word "Yes: on one dot and the word "No" on another dot. The flip chart contained the question **"Is ACN viable (as it is today)?"** The attendees were asked to use either their "Yes" dot or their "No" dot and place it under the question as their response. The results were 5 "yes" votes and 5 "no" votes. The facilitator also cast a vote after the attendees voted.

The 2<sup>nd</sup> question was **“What happens if there is no ACN (ceases to exist)?”** Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

- The county will set up an alternate arts agency
- A huge missed potential **4 responses**
- Nothing **3 responses**
- Groups would drift off on their own **3 responses**
- Don’t know it needs discussion with the governmental bodies that originally established ACN – we need clarification

The 3<sup>rd</sup> question was **“What are the alternatives? Either to what ACN is doing now or an alternative to ACN?”** The flip chart for the responses was divided in to two columns. One column for alternatives to what ACN is doing now and the other column for alternatives to ACN itself. Instead of duplicating responses the attendees were asked to just indicate their agreement with a previous response. There was no limit to the number of responses. The responses were:

| <b>Alternatives to what ACN is doing now</b>   | <b>Alternatives to ACN</b>             |
|--|--|
| Place a major priority on “support the arts” license plate (to increase revenue) <b>4 responses</b>                | TDC/County <b>2 responses</b>          |
| Scholarships and grants <b>6 responses</b>   | Combined city/county arts organization |
| Marketing ACN to organizations <b>2 responses</b>  |  |
| Grants for organizations <b>3 responses</b>  |  |
| Recalibrate with government and organizations <b>2 responses</b>   |  |
| Collaborations/promotion with schools/students. More involvement with future of artists/schools <b>3 responses</b> |  |
| Better organized meetings <b>2 responses</b>   |  |

**Part2: Values and Objectives**

1. All of the flip charts were hung on the wall and the attendees were asked to read through these flip charts with eye to finding the implied values that underlay the responses. . There was no limit to the number of values reported. The values found were:

- Consistent public policies
- Sufficient results to “matter”
- Basic concern for the arts and culture
- What we do should matter
- Administrative support from county/city offices
- Unified voice for arts in the community
- Simplify/make process for decisions efficient
- Arts (Visual & Performing) growth
- County management
- Advocacy for member organizations
- Arts and culture education
- Outside “consultant” management

2. We revisited the alternatives flip chart and attendees were given 2 dots to indicate which alternatives aligned with the implied values. The results were:

| <b>Alternatives to what ACN is doing now</b>   | <b>Alternatives to ACN</b>             |
|--|--|
| Place a major priority on “support the arts” license plate (to increase revenue) <b>4 value votes</b>                | TDC/County                             |
| Scholarships and grants <b>5 value votes</b>   | Combined city/county arts organization |
| Marketing ACN to organizations <b>1 value votes</b>  |  |
| Grants for organizations   |  |
| Recalibrate with government and organizations <b>5 value votes</b>   |  |
| Collaborations/promotion with schools/students. More involvement with future of artists/schools <b>4 value votes</b> |  |
| Better organized meetings <b>1 value votes</b>   |  |

3. Attendees were then asked to review the alternatives flip chart again but this time with an eye to action priorities. Attendees were given 3 dots of a different color and asked to indicate their priorities for action. The results were:

| <b>Alternatives to what ACN is doing now</b>  | <b>Alternatives to ACN</b>             |
|---|--|
| Place a major priority on “support the arts” license plate (to increase revenue) <b>4 value votes, 5 action votes</b>               | TDC/County                             |
| Scholarships and grants <b>5 value votes, 1 action vote</b>   | Combined city/county arts organization |
| Marketing ACN to organizations <b>1 value votes, 4 action votes</b>   |  |
| Grants for organizations  |  |
| Recalibrate with government and organizations <b>5 value votes, 14 action votes</b>   |  |
| Collaborations/promotion with schools/students. More involvement with future of artists/schools <b>4 value votes, 1 action vote</b> |  |
| Better organized meetings <b>1 value votes, 1 action vote</b>   |  |

4. The action priorities resulting from the planning session, in order of priority are:
- Recalibrate with government and organizations **5 value votes, 14 action votes**
  - Place a major priority on “support the arts” license plate (to increase revenue) **4 value votes, 5 action votes**
  - Marketing ACN to organizations **1 value votes, 4 action votes**

- Scholarships and grants **5 value votes, 1 action vote**
- Collaborations/promotion with schools/students. More involvement with future of artists/schools **4 value votes, 1 action vote**
- Better organized meetings **1 value votes, 1 action vote**
- Grants for organizations

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Board Member

Date

\*Minutes recorded and transcribed by Scott Mikelson