**Cultural Council of Greater Jacksonville**

**Identity Task Force**

**2.8.19**

**Present**

Board: Ann Carey, Claudia Baker (phone), Chris Lazzara, JaMario Stills

Community: Keith Marks, Rachel Mincey

Staff: Joy Young, Amy Palmer, Jihan Grant

**Call to Order**

The meeting was called to order by Ann Carey at 10:15am.

**Discussion Notes**

* The CC is known for APP and CSG - but what else? We are the umbrella for all three .(legs of the stool).
* “Great cities have great arts/culture ecosystems”.
* Can’t talk about what we do until we answer these questions: Who are our customers? Who do we serve? Identify the different stakeholders. What do each of them want and need?
  + Example: a small entrepreneur arts business wants more advocacy, connections, and collaborations with others (CC serve as “matchmaker”). How can CC match up these small orgs with donors and audiences?
* Create a model that is measurable: how would we measure we’re hitting our marks? Were we true to our customers, values, models?
* Idea: create a “positioning statement” for every kind of stakeholder - the threads that carry across all stakeholders makes up message.
* We are good with our city and corporate sponsorships, but poor with the “ecosystem people” (translated as the third leg of our stool?). Patrick was really good at being the matchmaker, but he was too little, too late. How do we provide this?
* We haven’t figured out how to articulate the value of arts with the artists community outside of CSG’s. Must bring the “off-beat” groups into the conversation (i.e. non-CSG’s). How can we help non-CSG groups? How can funding be provided to non-CSG groups? How do we create pipeline for small orgs to become CSG orgs?
* How do we articulate the value of the work we do for the city for both APP and CSG?
* Support for artists - individual artists need support, training, advice, promotion, etc; show they are valued.
* Board members should attend events. CSG and non-CSG events. That shows support. Each has a personal network that can also be influenced to participate.
* Build bridges of awareness, e.g. educate city council members - invite and take them to cultural functions!
* Language is important - CC can lead that work to ensure we all speak the same language (civic literacy). For example: cultural entrepreneur, what is art? What is culture?
* You can work in the arts but not be an artist yourself - “cultural entrepreneurs”.
* Economic impact study - GA Tech, UNF, JU have done them.
* Comment: we applaud mediocrity in this city. How do we maintain/promote quality? Spliffs (bar in the Elbow with music) vs the Symphony - the same value to the recipient? Who is to say one is better than the other?
* CC organizational issues for Joy to attack: capacity issues, gaps in job descriptions, funding to make changes to the org. It’ up to Joy to create the structure needed to support our mission and vision (these discussions).
* What is a local arts agency? Look at one city, you’ll see one kind of agency. Agency addresses needs unique to that city, so all are different.
* E. E. Cummings: deeply understood punctuation - but found his own voice (without it). How we do find our unique voice?

**Parking Lot Ideas**

Many ideas came up in discussion; while we’re not trying to “solution” at this point, we captured ideas for future review:

* Arts Awards suggestion: highlight what’s happened throughout the year with all different groups. Kind of like a “year in review” to celebrate all that was done.
* Shark Tank to award dollars
* Matchmaking Speed Dating
* Arts Passport
* Mastermind Group
* Ambassadors - provide street cred; you have a network of influence and you are the first handshake to the org.
* Artist directory
* New CCGJ logo
* Mentorship programs for artists - kind of like Peer Reviews - to give feedback.

**Next Steps**

Great discussion - but this just the beginning. Recommendation made to continue the conversation with this Identity Task Force. Next meeting will be to discuss and define a plan of action.

1. Ann - schedule meetings.
2. Joy - continue to review staffing/HR of the agency

**Adjournment**

The meeting adjourned at 12:19pm.