**Cultural Council of Greater Jacksonville**

**Identity Task Force**

**3.22.19**

**Present**

Board: Ann Carey, JaMario Stills, Chris Lazzara

Community: Shawana Brooks, Erin Kendrick, Rachel Mincey

Staff: Joy Young, Jihan Grant

**Call to Order**

The meeting was called to order by Ann Carey at 1:10pm.

**Discussion Notes**

* Joy Young described the sector as being comprised of the arts, humanities, and cultural services, including architecture and design. There was an “aha” moment that we, as the Cultural Council, should be serving a very broad constituency, but have been recently serving a very narrow one through just CSG and APP (those funded by the city). Our narrow service ends up defining us as a “city agency”. Cultural Council should embrace the arts across the spectrum.
* Three main areas of Cultural Council focus:
  + Economic development
  + Community development
  + Our role as “planners”
* We serve: artists, communities, individuals, arts organizations, city government. We must own an identity that reflects all we serve.
* Established artists know who the Cultural Council is; emerging artists may not know us. How do we better serve emerging artists with an “incubator” for teaching writing of grants, building a business plan, etc. Create a model/template for emerging artists to succeed.
* Some thoughts by artists regarding the Council:
  + We support organizations rather than individual artists (lots of effort has gone into advocating for more funding of CSG’s).
  + Individual artist needs are not being met by the Council.
  + A space is needed to show work.
  + Dollars go to serve organizations every year; it’s frustrating for artists.
  + How can the Council help artists to grow on a path to eventually show at MOCA or the Cummer? Can the Council help carve a new path? Can we create a support base for any emerging artist?
  + Community recognizes there is a “reset” with the Council. Bring people to the table and be ready to listen.
* Sample logos were reviewed by the artists at the table. Some thoughts: don’t make it look like a city symbol; icon should stand alone; needs the name in the logo. Should we hold a logo design contest and reveal at Arts Awards this fall? Decision is up to staff on how much they can bite off at this point.

**Next Steps:** Continue discussion with board regarding who we are and who we serve. Staff will make decision on next steps for logo.

**Adjournment**

The meeting adjourned at 2:31pm.