**STRATEGIC TASK FORCE MEMBERS PRESENT**

David Endgahl

Ann Carey

Kemal Gasper

K Mac Bracewell (left early)

**STRATEGIC TASK FORCE MEMBERS ABSENT**

JaMario Stills (unexcused)

Franklin Danley (excused)

**ADDITIONAL BOARD MEMBERS PRESENT**

Tayloe McDonald

Scott Wooten

Claudia Baker (by phone)

**CCGJ STAFF PRESENT**

Patrick Fisher

Ryan Ali

Tony Allegretti

**CALL TO ORDER**

David Endgahl, the Chair of the Strategic Task Force, called the meeting to order at 5:30 PM. Mr. Engdahl began by handing out his agenda for the meeting.

**INTRODUCTIONS**

Each individual in attendance introduced themselves by stating the organization they work for, what they do for that organization, what attracted them to serving on the Cultural Council’s Board of Directors, and any previous strategic planning experience they may have.

**SCHEDULE FOR MEETINGS**

The group agreed that meetings would be held on Mondays from 5:30 PM – 7:30 PM at the Haskell Company (111 Riverside Avenue, Jacksonville, FL). Proposed meeting dates include:

*April 10, 2017 (will need to be rescheduled)*

*May 1, 2017*

*May 22, 2017*

*June 12, 2017*

*July 3, 2017 (will need to be rescheduled)*

*July 24, 2017*

**STRATEGIC PLAN OVERVIEW**

Mr. Endahl indicated that the strategic plan is rooted in vision and strategy and that it will be a five-year plan. The focus of the task force should be the “what,” not the “how.”

**HISTORY**

Mr. Engdahl briefly discussed the history of the Cultural Council of Greater Jacksonville and touched on several of the organization’s milestones.

**DRAFT FORMAT**

Mr. Engdahl provided the group with a draft format for a strategic plan. Which includes:

Executive Summary (Succinct summary of key points)

1. Mission (Core purpose of the organization)
2. Values (Principles or beliefs that guide staff and members)
3. Key Strategic Issues (Foundation upon which strategies are developed)
4. Vision (The future the organization seeks to create)
5. Goals (Broad expected outcomes that are hoped to be achieved)
6. Core Strategies (Broad direction of activities through with the organizational goals will be achieved)
7. Action Plans (Detailed, specific activities that support implementation of the core strategies)
8. Financial Plan (Quantification and schedule of capital costs, operating costs, and returns for action plans)

**BYLAWS VS ORDINANCES**

Mr. Engdahl led a discussion outlining the difference between the organization’s bylaws and the City of Jacksonville’s ordinances that relate to the Cultural Service Grant Program and the Art in Public Places Program.

**VALUES**

Mr. Engdahl led the group in an exercise where they were to write down on sticky notes answers to the following, “I would like the Cultural Council to…” The focus was to be on strategy and not operations.

The group identified the following topics as important issues.

* Funding (Sustainable and re-occurring funding sources, including City, corporate, and individual donors)
* Recognition (City leaders and international peers)
* Artist community (Long term and mutually beneficial relationships)
* Arts and Humanities organizations (Complement and collaborate, not compete)
* Diversity and equity (Geography, ethnicity, and socio economics)
* Governance (Engaged, active, and diverse Board of Directors)
* Credibility (Annual reports and trends)
* Programming (Arts in education, artist professional development, etc.)
* Prosperity (Attract companies and individuals to the City of Jacksonville)

**CLOSE**

The meeting came to a close at 7:30 PM.