



**AGENDA
ARTS & CULTURE NASSAU
REGULAR MEETING
JANUARY 6, 2020
12:00 PM
ATLANTIC RECREATION CENTER
AQUATICS BUILDING
2500 ATLANTIC AVENUE
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF MINUTES**
 - 3.1 December 2019
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
- 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

12:00, Vice Chair Joyner

* Members Present

Vice Chair Joyner
Member Reid
Member DeCou
Member Kish
Member Strickland
Member Dean
Member Shea
Chair Powell
Member England
Member Bumgartner

* Members Absent

Chair Powell
At Large Member: Vacant

*Approval of Minutes

November Minutes, Motion to Approve Member Shea, 2nd Member DeCou, all in favor.

*Old Business

Open Positions: 1 at-large City resident position.

Status of Youth Grants: Have not received any grants at this time. We will be receiving one from West Nassau Historical Society.

*New Business

Review of Senior Grants Submitted:

Motion to approve Senior Grants, West Nassau Historical Society, Nassau County Council on Aging and Chamber Music Festival. Motion Member Shea, 2nd Member Decou, all in favor.

Welcome New Museum Member: Discuss Roles and Responsibilities, Josh Whitfield will be taking Member England's spot after approved by City Commission.

License Plate Marketing Plan:
DRAFT

Phase I (Research at least the following)

- Procedures for acquiring license plate
- Costs of acquiring license plate (Carol and Cathy will obtain info)
- Data regarding benefit to the county – monetary (dollar amount the county receives for each) and how money is used (benefit) Scott to send to Terri
- Advertising costs (Fran will obtain print ad pricing from NewsLeader)
Assign responsibility for each task with deadlines. Done.
Each person will send info to Scott; Terri will aggregate and bring to 1/6/2020 meeting for discussion and implement Phase II.

Phase II

1. Create comprehensive plan for dissemination of information

Print media

Determine schedule, ad size, outlets (Ex: quarterly ads in NewsLeader, Nassau Record)

Social media

Determine schedule, outlets (Ex: Monthly Facebook ads/updates, personal stories (photo of someone with their new license plate)

Other: Brainstorm - Brochure/Rack card - Noted: TDC may be willing to subsidize, Marsha will check into this)

2. Create advertising materials

Create Print ad

Compose detailed description for website and available as handout including acquisition of plate information and cost/benefit information

Ad for social media

Phase III

Run pilot program for dissemination of information

Test for 3 (6) months (how will we know how we are doing? – Data to collect and from whom)

Review and revise as needed

Assign on-going tasks

*Discuss Blue Fire Theatre:
New Theatre located in Yulee.

*Adjournment
12:57pm / Next meeting will be January 6, 2019.

Board Member

Date

*Minutes recorded and transcribed by Scott Mikelson