



**AGENDA
ARTS & CULTURE NASSAU
REGULAR MEETING
FEBRUARY 3, 2020
12:00 PM
ATLANTIC RECREATION CENTER
AQUATICS BUILDING
2500 ATLANTIC AVENUE
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLIANCE**
- 4. APPROVAL OF MINUTES**
 - 4.1 January Minute Approval
- 5. REVIEW FUND BALANCE, BUDGET AND COUNTY ACCOUNTING**
- 6. OLD BUSINESS**
 - 6.1 Youth Grants: Submittals To Date
 - 6.2 Senior Grants: Award Letters Sent
- 7. NEW BUSINESS**
 - 7.1 Community Forum Planning
- 8. 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, Chair Powell

* Members Present

Vice Chair Joyner
Member Baumgartner
Chair Powell
Member DeCou
Member Strickland
Member Kish
Member Whitfield
Member Reid
Member Shea

* Members Absent

Member Dean
At Large Member: Vacant

*Guests

Jennifer England, introducing Joshua Whitfield
Bonnie Dickins

*Approval of Minutes

Motion to approve December Minutes with changes / Motion Vice Chair Joyner / 2nd Chair Powell.

- 1) Changed Date on Header to December 2nd
- 2) Misspelled Member Baumgartner's name on roll call

*Old Business

*Senior Grants, three senior grants (West Nassau Historical Society, Council on Aging and Chamber Music Festival) were received. With all three applicants meeting the criteria, Chair Powell will let the County know to award grants to all three unless they come across concerns.

*Youth Grants are due January 15th. Three grants have been received; West Nassau Historical Society, Amelia Island Book Festival and Amelia Island Chamber Music Festival. The grants will be emailed out to the Board for review prior to the February meeting.

*State of the Art License Plate Campaign: The following was presented to the board for review. The Board will use this to develop their marketing plan. Chair Powell will make edits to the document for final draft at next meeting.

Did you know?

We all know Florida has specialty license plates available. But do you know what happens to the additional \$15 - \$25 the state charges for the specialty plate?

Each specialty license plate has an authorized recipient. The state of Florida keeps \$5 of each specialty plate purchased and then passes the balance of the surcharge on to the authorized recipient. The Florida Times Union compiled a list of the top ten authorized recipients based on dollar receipts from the specialty license plates from 2012 through 2017. At the top of the list is the University of Florida with the recipient goal of "benefitting academic enhancement". In the last 5 years the University of Florida has received over \$13 million from the license plate fund. The recipient in 10th place is the United States Marine Corp's scholarship fund which received over \$3 million in the last 5 years.

I am sure we would all agree that these recipients and their goals are worthy but not one of the top ten recipients benefits the people in the local community where the purchase originated. But did you know that there is a specialty license plate that returns the money directly to the community where the purchase originated? If you purchase a *State of the Arts* specialty license, which supports art and culture in the state of Florida, in Nassau County the funds are returned directly to Nassau County.

The Nassau County commissioners have designated Arts and Culture Nassau as the organization to manage these funds for the benefit of all of Nassau County. While the Nassau County license plate fund receipts over the last 5 years of \$18 thousand pales in comparison to the University of Florida fund receipts of over \$13 million, it is money that is available to directly benefit Nassau County residents.

This year Arts and Culture Nassau instituted a grant program to support nonprofit organizations in Nassau County with youth programs in the area of arts and culture. They have also continued with an updated brochure promoting nonprofit arts and culture organizations in Nassau County to both residents and visitors. Arts and Culture Nassau also hosts an annual community forum for arts and culture organizations in Nassau County as a forum for these organizations to interact with the Nassau County community.

Currently, however, there are only 71 active *State of the Arts* license plates in Nassau County. Even with that limited number Arts and Culture Nassau has been able to make a local impact. Imagine what could be done if more Nassau County residents requested a *State of the Arts* license plate.

It's easy to become a Nassau County arts supporter. You may purchase specialty plate at the offices of the Tax Collector throughout the county. The initial fee is \$28.00. In addition to the annual license tax, there is an annual user's fee ranging from \$15.00 to \$25.00 which returns to support the arts in Nassau County. Additionally, there is an annual \$2.80 processing fee. The user fee and processing fee are charged each year in addition to the registration fee, upon renewal. You do not have to wait for your renewal date to obtain the license plate. For a list of locations for Nassau County Tax Collector, please visit www.nassautaxes.com.

Notes for ACN members:

- Please modify above as needed
- Need to establish advertising budget for license plate campaign, from 0 to ????. If we don't do print media, we can have a 0 budget.
- Develop plan for disseminating information with timeframes. Possible outlets: website, print media, social media, others?
- Develop ad for print and/or social media

Advertising costs:

Example:

News Leader – non-profit, \$15.31 sample 3 x 5 ad = 15x \$15.31 = \$229.65. They also run specials. Rate sheet attached.

TDC will pay for Rack Cards.

***New Business**

*Discuss new Member Whitfield's responsibilities. Member Whitfield will be able to take over former Member England's duties.

*Member DeCou reached out to the Quilters Guild to see if any City Residents would be interested in the at-large position that is open. There may be some interest from members.

*Chair Powell will not be at the March, June and December meeting in 2020.

*Senior art classes will start 2/4/20 at the West Nassau Historical Society Depot. The 8th annual Nassau Art at the Callahan Depot is 1/25/20

***Adjournment**

1:00pm / Next meeting will be February 3, 2020.

Board Member

Date

*Minutes recorded and transcribed by Scott Mikelson