



**AGENDA
ARTS & CULTURE NASSAU
REGULAR MEETING
MAY 3, 2021
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 April Minutes
- 4. OLD BUSINESS**
 - 4.1 Marketing Plan
 - 4.2 Brochure Update
- 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).



Arts and Culture Nassau
Regular Meeting Minutes
April 5, 2021

* Call to Order

12:00, Chair Powell

* Members Present

Vice Chair Joyner
Chair Powell
Member DeCou
Member Reid
Member Dean
Member Hemke
Member Baumgartner
Member Kish

*Members Absent

Member Shea
Member Boerescu
Museum of History is in the process of filling their position as Member Whitfield has changed jobs.

*Guests

NA

*Approval of Minutes

Motion to approve March Minutes Member Reid, 2nd Member DeCou / All in favor.

*Old Business

New Brochure Discussion
Staff to obtain prices for printing.

Marketing Plan for Public Awareness Outreach Project

Decided:

1. That we would physically present information about ACN and our affiliates at various locations and events. These presentations would have two different approaches:
 - a. Presenting at an affiliate location, the information would reference ACN activities and events only. The objective would be to familiarize the host affiliate with ACN.
 - b. Presenting at public locations, the information would both reference ACN activities and events plus those of certain affiliate organizations.

- c. The format of the presentations would be triptych display folders borrowed from Amelia Island Museum of History on a table with at least one ACN member present using chairs borrowed from Parks & Recreation.
 - i. For outdoor venues, a 10 X 10 tent will be borrowed from members.
 - ii. If promoting affiliate organizations, a member from that organization will be present.
 - iii. We will collect brochures from affiliate organizations and have those available for display.
2. The priority of target locations was voted on with these results (In order of highest priority to lowest)
 - a. The new farmers market at Wildlight (11 votes)
 - b. Tie. Sounds on Centre (10 votes)
 - c. Tie. Affiliate events (10 votes)
 - d. Callahan Farmers Market (9 votes)
 - e. Callahan Railroad Days (8 votes)
 - f. Fernandina Farmers Market (7 votes)
 - g. Shrimp Festival (4 votes)
 - h. Dickens on Center (2 votes)
 - i. Tie. NE Florida Fair (1 vote)
 - j. Tie. Callahan/Hilliard Fireworks (1 vote)
 - k. Tie. Callahan Hoboes & Hotrods (1 vote)

Undecided:

What, if anything, we are willing to pay to present at any of these locations.

Decided:

The display regarding ACN should be relatively fixed and contain the following information:

1. Our Mission statement
2. State of the Arts License plate information
3. Affiliate organizations
4. Grant information
5. Public Art Policy
6. Brochures and upcoming events of affiliate organizations

Information for affiliate member displays:

1. Their Mission statement
2. Their schedule of events, particularly any upcoming events
3. How to volunteer and get involved
4. Promotional materials
5. Both an ACN member and a member from the affiliate organization will be present

Undecided:

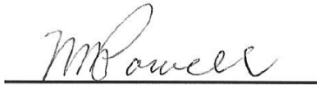
Policy & guidelines for affiliate presentations, including:

1. Eligibility to display
2. Frequency to display
3. Invitation process
4. Guidelines for "show & tell" presentations

*New Business

*Adjournment

1:00pm / Next meeting will be May 3, 2021.

A handwritten signature in cursive script, appearing to read "M. Powell", is written over a horizontal line.

Board Member

Date

*Minutes recorded and transcribed by Scott Mikelson

Marketing Plan “Project Outreach”

On Monday April 5, 2021 Arts and Culture Nassau (ACN), in their regular monthly meeting made the following decisions about marketing Project Outreach, the objective of which is to familiarize the population of Nassau County both with the work of ACN and that of our affiliates.

Decided:

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4. Promotional materials
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Undecided:

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3. Invitation process
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Arts & Culture Nassau offers community arts grants with funding from specialty license plate purchases at our county tax collector (www.nassautaxes.com).

It is the only specialty license plate which sends money back to the residents of Nassau County.

Grant applications and additional information can be found on our website:

www.artsandculture Nassau.com



arts & culture nassau

MISSION STATEMENT

"To support, promote, and enhance the arts in Nassau County and to provide a framework to network and address common concerns."

arts & culture



Nassau County
Arts Directory

ARTS DIRECTORY

Amelia Community Theatre

209 Cedar Street
Fernandina Beach, FL 32034
904-261-6749
info@ameliacommunitytheatre.org
www.ameliacommunitytheatre.org

Amelia Island Book Festival

P.O. Box 15286
Amelia Island, FL 32035
904-624-1665
info@ameliaislandbookfestival.org
www.ameliaislandbookfestival.org

Amelia Island Chamber Music Festival

P.O. Box 15286
Fernandina Beach, FL 32035
office@aicmf.com
www.aicmf.com

Amelia Island Dance Festival

PO Box 15532
Fernandina Beach, FL 32035
www.ameliaislanddancefestival.org/
info@ameliaislanddancefestival.org
646-642-3121

Amelia Island Jazz Festival

P.O. Box 16684
Fernandina Beach, FL 32035
904-504-4772
info@ameliaislandjazzfestival.com
www.ameliaislandjazzfestival.com

Amelia Island Museum of History

233 South 3rd Street
Fernandina Beach, FL 32034
info@ameliamuseum.org
www.ameliamuseum.org

Amelia Island Quilt Guild

P.O. Box 6464
Fernandina Beach, FL 32035
904-425-0066
info@aiquilters.com
www.aiquilters.com

Amelia Island Writers, Nassau Chapter of Florida Writers Association

<http://www.ameliaislandwriters.org>

Arts Alive Nassau

96072 Chester Road
Yulee, FL 32097
904-310-9243
904-223-0575
info@artsalivenassau.org
www.artsalivenassau.org

Friends of the Library, Fernandina Beach

P.O. Box 17155
Fernandina Beach, FL 32035
904-321-6529
fernandinafriends@gmail.com
www.fernandinafol.org

Island Art Association

18 North 2nd Street
Fernandina Beach, FL 32034
904-261-7020
info@islandart.org
www.islandart.org

Island Chamber Singers

98031 Little Piney Island Pt.
Fernandina Beach, FL 32034
904-277-7195
musicgator85@comcast.net
www.islandchambersingers.com

Peck Community Ensemble

P.O. Box 1025
Fernandina Beach, FL 32035
904-310-5403
Nonoan45@hotmail.com

West Nassau Historical Society West Nassau Museum of History

45383 Dixie Ave.
Callahan, FL 32011
904-879-3406
www.wnhsfl.org

Blue Fire Theatre

P.O. Box 814
Yulee, FL 32097
toni@bluefiretheatre.org
www.bluefiretheatre.org