



**AGENDA
ARTS & CULTURE NASSAU
REGULAR MEETING
JUNE 7, 2021
12:00 PM
ATLANTIC RECREATION CENTER
AQUATICS BUILDING
2500 ATLANTIC AVENUE
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. APPROVAL OF MINUTES**
 - 4.1 May Minutes
- 5. OLD BUSINESS**
 - 5.1 Review Updated Marketing Plan for Project Outreach
 - 5.2 Marketing Outreach Next Steps: What, Where, Who and Expenditures
 - 5.3 Brochure Distribution
 - 5.4 Review License Plate Data
- 6. NEW BUSINESS**
- 7. 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
May 3, 2021

* Call to Order

12:00, Chair Powell

* Members Present

Vice Chair Joyner
Chair Powell
Member DeCou
Member Reid
Member Dean
Member Hemke
Member Shea
Member Kish
Member Boerescu

*Members Absent

Member Baumgartner
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 Shea, 2nd Vice Chair Joyner / All in favor.

*Old Business

Marketing Plan

Arts and Culture Nassau (ACN), 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:

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) – *We now know this market is owned by Dr. Lee who did not recognize that we serve non-profit organizations. This may prove problematic.*
 - 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)

Decision:

We intend to manage this on a case-by-case basis but voted that a maximum of \$50.00 will be spent on event entry fees. The Board would have to approve any fee above that price.

We do not envision that we will attend any of these target locations more than once a quarter.

Member Dean made a motion that a maximum of \$50.00 to be spent on event entry fees. The Board would have to approve any fee above that price. Member DeCou 2nd the motion with all in favor.

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 up coming 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

We will purchase a brochure rack for both our brochures and brochures of our affiliate organizations. This will be easily transportable and can be displayed at both ACN initiated events as well as affiliate-initiated events. In addition, when ACN attends an event, we will include a list of what is happening with affiliate organizations in the coming two-week window. This will be a simple typed sheet that can be handed out to people attending the event.

Decision:

Policy & guidelines for affiliate presentations, including:

1. Eligibility to display will be limited to the organizations listed in the ACN brochure.
2. Frequency to display is planned to be four times per year or less depending on our schedules.
3. Invitation process – we will issue an invitation to join us at a display to all the organizations listed in our brochure and ask them their date or season preference for joining us at a display. We will respond to their request on a first come, first served basis. In some circumstances, it may be possible to have more than one organization attend a display with us.
4. Guidelines for “show & tell” presentations will be handled on a case-by-case basis.
5. An ACN board member will be present at any display location for the duration of the display.

Member Beresco will reach out to the Wildlight farmers market to see what their policy is for Arts and Culture Nassau to have a booth there.

Brochure Update

Arts and Culture to order 1000 brochures through the Museum of History. Arts and Culture Nassau will reimburse the Museum of History for the purchase.

*New Business

*Adjournment

1:00pm / Next meeting will be June 7, 2021.



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.

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4. Guidelines for “show & tell” presentations will be handled on a case-by-case basis.
5. An ACN board member will be present at any display location for the duration of the display.

ARTS DIRECTORY

Amelia Community Theatre

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

Amelia Island Book Festival

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

Amelia Island Chamber Music Festival

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

Amelia Island Dance Festival

P.O. Box 15532
Fernandina Beach, FL 32035
www.ameliaislanddancefestival.org/
info@ameliaislanddancefestival.org
904-642-3121

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

This directory only includes 501c3 nonprofit arts organizations and is not an exhaustive list of all arts organizations in Nassau County.