



**AGENDA
ARTS & CULTURE NASSAU
WORKSHOP
APRIL 3, 2023
11:00 AM
CITY HALL
COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. DISCUSSION**
 - 4.1 Review Strengths, Weaknesses, Opportunities, and Threats (SWOT)
 - 4.2 Review Stakeholders Questionnaire
 - 4.3 Review Mission Statement
 - 4.4 Create Vision Statement
- 5. 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).



S.W.O.T. ANALYSIS 2023

STRENGTHS:

- Specialty Plate Sales
- 15 Year record
- Grants
- City Support
- Board
- County Resolution

OPPORTUNITIES:

- Yearly events- 15th Anniversary
- Outreach
- Grants review based on need, size and reach
- Pitch Week
- Partner Orgs post ACN logo on websites
- Accept Donations
- Fund Raising
- Wild light Community
- More diverse members
- Expand cultural orgs. such as-
- Maritime Museum, American Beach Museum,
- Friends of Fort Clinch
- Public Art Displays County wide
- Work like the United Way- collect finds and distribute

WEAKNESS:

- Structure of Board tied to org
- Money
- Organization
- Vision/Mission
- Follow Thru
- 5 year plan
- Limited County Awareness
- City/County Oversight
- Meeting procedures
- Reports by Members
- How do we support Orgs
- Role of Board Members

THREATS:

- Limited Resources
- Organization and Plan
- Lack of Committees
- Story and Song Branding
- Insufficient meeting time



STAKEHOLDER QUESTIONS

(Note: These are just suggestions to give the subcommittee a starting point. Every on-line recommendation for stakeholder questions assumed there was a specific business project planned by the asking entity.)

1. Name of organization
2. Executive director or board president
3. How long has organization been in operation?
4. What is the organization's biggest challenge?
5. What does the organization know about Arts & Culture Nassau?
6. How do you think A&CN could benefit your organization?
7. What are your thoughts on potential collaborations and partnerships with other arts and culture organizations?
8. What are your thoughts about the demographic shift of population in Nassau County?
How do you plan to incorporate that shift into your organization's operations?
9. Where do you see your organization in 5 years?