



**AGENDA
ARTS & CULTURE NASSAU
REGULAR MEETING
MARCH 4, 2024
12:00 PM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. APPROVAL OF MINUTES**
 - 4.1 February 2024 Regular Meeting Minutes
- 5. PUBLIC COMMENT REGARDING ITEMS NOT ON THE AGENDA**
- 6. DISCUSSION ITEMS**
 - 6.1 Three-Year Strategic Plan
- 7. STAFF COMMENTS**
- 8. BOARD MEMBER COMMENTS**
- 9. 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
FEBRUARY 12, 2024

The Arts and Culture Nassau Committee met on February 12, 2024, at City Hall Commission Chambers. The meeting was called to order at 12:05 p.m. Present were Member Robinson, Member Wells, Member Baker-Hinton, Chair Restiano, Member Ochu, Member Templeton, and Member Wild.

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. APPROVAL OF MINUTES

4.1 January 2024 regular meeting minutes approved. Motion made by Member Ochu, second by Member Wild. All Ayes.

5. PUBLIC COMMENTS REGARDING ITEMS NOT ON THE AGENDA: None.

6. DISCUSSION ITEMS

6.1 Review Decision on Temporary Sunset of the Arts and Culture Nassau Board: Scott Mikelson, Deputy Director of Parks and Recreation facilitated the discussion. Status of temporary sunsetting was discussed. All options available going forward were discussed and Q&A held with board members and Mr. Mikelson. The City Commission will ultimately decide on the sunsetting of the Board should the members agree on sunsetting. A motion was made to permanently sunset the board by Member Wells, second motion was made by Member Wild. All Ayes.

6.2 Yearly letter to City and County: Chair Restiano presented his letter to Taco Pope, Nassau County Manager on the Arts and Culture Nassau yearly report for 2023, overview given by Chair Restiano.

7. STAFF COMMENTS

Mr. Mikelson discussed the Community Art Forum coming up. Notice of gathering needs to be posted to be in compliance with the Sunshine Law.

Arts Leader Meeting to be held at American Beach February 26, 2024, Monday at 10:00 a.m.

8. BOARD MEMBER COMMENTS

Chair Restiano, presented all Board members with revised version of strategic plan.

9. ADJOURNMENT

Meeting adjourned at 1:13 p.m. Member Wild made a motion to adjourn and Member Wells seconded the motion. All Aye.

Approved by: _____
Chair, Richard Restiano

3 YEAR STRATEGIC PLAN



2024-2027

Ver. 6- 11.6.23

EXECUTIVE SUMMARY

This Strategic Plan has been developed by a special planning committee, made up of Arts and Culture Board members- Penny Reid, Brad Wells, Kim Wild and Richard Restiano. Staff support from the City of Fernandina Beach was provided by Jason Brown.

SITUATION ASSESSMENT

STRENGTHS: Specialty arts plate revenue. Universal appeal of the Arts to residents and visitors.

City staff support. Public and Private partnerships.

WEAKNESS: Limited county-wide awareness. 7 Board members represent few arts organizations.

Lack of Funding.

OPPORTUNITIES: Align ACN goals with Nassau County's 3–5-year plan to meet mid-county growth. Gain ability to obtain grants and donations. Continue and expand collaboration with 20+ County Art Leaders at successful bi-annual forums.

THREATS: Inadequate long-term funding. Lack of 3–5-year plan. Limited resources, work time, and committees.

Being responsible to both city and county jurisdictions, rules, goals, and new county resident's needs.



MISSION STATEMENT

To support, enhance and promote the arts throughout Nassau County.

VISION STATEMENT

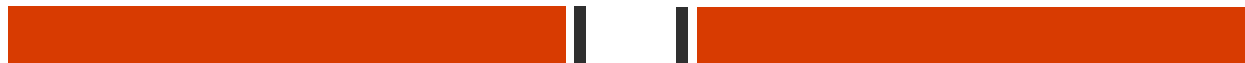
Arts and Culture Nassau (ACN) works with all the cities and towns as the recognized Local Arts Agency in the County.

ACN fosters the collaboration of ideas, recommends public art, supports art and culture infrastructure and events, and provides grants to 501 (c) (3) arts and culture organizations. ACN will expand new funding sources to increase arts support for the benefit of all county residents, businesses, and visitors.



WHAT WE VALUE

- Vibrant, healthy, direct communication among the county-wide arts and culture organizations and the supporting agencies in towns and cities.
- A high level of service to all residents and businesses.
- Collaboration with arts and culture leaders, civic leadership in county and cities, Fernandina Beach Main Street, Convention and Visitors Bureau, and public and private business partnerships.
- Trust, transparency and respect among our members and the related agencies of the county.
- Grants supporting senior residents and youth-focused programs.
- The advancement of Public Art in the County.
- Disseminating information that advances the arts in the county to arts and culture organizations.
- Arts opportunities for children of all ages through High School.
- Diversity, equity, and inclusion where everyone enjoys the benefits of active and thriving arts and cultural opportunities where venues are accessible to all.



STRATEGIC GOALS

GOAL 1- SUSTAINABILITY

OBJECTIVES: Develop a 3-year budget. Establish funding committee. Create and implement comprehensive funding plan. Explore process to establish an Arts & Culture board as a 501 (c) (3). Increase funding goals for grants and scholarships. Explore new county and city funding options.

GOAL 2- RELEVANCE COUNTY-WIDE

OBJECTIVES: Realign current board to reflect and represent County population growth mid-county. Explore opportunities to share and enhance art and culture to county teens. Generate monthly county-wide publicity. Align with new county 3–5-year plan.

GOAL 3- IMPACT

OBJECTIVES: Conduct yearly area focus groups in 5 county districts. Add a Wildlight advisor to board. Continue bi-annual Art Leaders Forum. Establish ACN speaker's bureau. Host yearly county-wide arts event. Establish workshops for board training; volunteers; venues options, and grant writing. Explore new mid county performance venue with Wildlight and county.

GOALS 4- AWARENESS

OBJECTIVES: Participate in 2024 county-wide 200th anniversary celebrations. Encourage arts organizations to advertise ACN.

Board members support specialty arts license plate purchase per year and actively promote ACN. Work to accomplish county-wide performing and visual arts events calendar. Upgrade website. Create events to promote public art installations via competitions.

MEASURING GOALS

2024- Restructure board to represent 5 county districts, not 7 organizations. Evaluate new website visitors' traffic.

2025- Begin 501 (c) (3) process to enable funding through grants and donations; ACN Board moves to county agency status and maintains LAA. Evaluate success of promoting new public art installations.

2026- Review funding goals. Modify current plan and create next 3-year plan. Conduct county survey to measure improved awareness, impact, and relevance of ACN after 3 years. Survey arts organizations as to wellbeing and their success metrics. Evaluate workshops. Measure value of being at public events- Shrimp Festival , Dickens on Centre, Northeast Florida Fair, Railroad Days.

