

Culture as a Destination a Subcommittee of
The Art, Culture and Entertainment Committee

Meeting #2

Date: July 19, 2024 at 12PM - 2PM

Location: The Jessie Ball DuPont Center 40 East Adams Street, Jacksonville, FL 32202
(Common Area)

In Person: Yanira Cardona, Yolanda Copeland, Trey Ford, Matt Shaw.

Not Present: Mike Yokan

Zoom: None

Meeting called to order 12:12PM by Yanira Cardona

Welcome from Yanira Cardona

Introductions:

Old business:

New Business:

Matt Shaw - Presentations re: Sound Diplomacy (SD)- group conduct study of mapping assets of cities. St. Augustine and Huntsville have conducted a study (Link www.sounddiplomacy.com/Huntsville) City of Huntsville: Music Audit and Strategy Executive Summary). Huntsville has created a city music officer from the recommendation. The asset mapping portion of is has been conducted in Jacksonville. The DuPont partially funded. Trey Ford: recommends that COJ funds the remaining portion of that study. Committee votes on the recommendation. PASSES.

Open Discussion:

What is the identity of Jacksonville?

Why did Jacksonville's popularity grow in the 1800's and 1900's? Yolanda: Tourism was a primary driver in Jacksonville economic and identity. It wasn't music is was "Tourism Tourism Tourism".

Guest Comment: Jacksonville Historical Society: Music Museum is in the plans. (Not widely known about). Need Details: Who, What, When , Why, Where.

COJ Budgets should be allocated for businesses to hold events, festivals and tourism. Look at other cities that work with private organizations and what they provide in assistance.

COJ should be more proactive in assisting businesses to bring events to JAX seamlessly. Perhaps grant opportunities for businesses.

The Events Department needs to be the resource department.

Yolanda Copeland: Recommendation: Visit Jacksonville has recommended that Explore Jax Core pick up tour guests at their visitors center. Recommendation: Visit Jax/COJ should designate parking spaces outside of Visit Jacksonville's downtown office for tour companies with small vehicles. This will enable visitors to visit the Visit Jacksonville center prior to or after a tour. This is general parking area is common in other cities Visitors Centers: Example: Asheville, Savannah, Charleston.

Itemized list for of events that happen in the city. List events:

- World of Nations: (Needs rebranding. Could be a much better event with fine tuning.)
- Jazz Fest: (Notes - In the past this event has been better. This list of artist in the recent years haven't really been truly Jazz musicians.)
- Come Together Day (past)
- Light Boat Parade
- 4th of July
- Florida/Georgia
- Art in the Park
- Deck of Chairs
- Fin Fest
- Spring in the Blues
- Jacksonville PorchFest
- Lil Duval Event
- EWU Events
- Northwest Classic
- Jacksonville Symphony
- Marathons

Jazz Venues: Breezy Jazz House & Restaurant

Does the city offer a signature event and can they highlighted?

Recommendation on events that COJ could be known for:

1. Food and Wine Festival
2. Auto (Street) Racing: Example - Miami Grand Prix, Las Vega Grand Prix, United States Grand Prix at Circuit of the Americas
3. Jacksonville Speedway Park (1947 -1973)
4. The Jacksonville 200 (Past racing event)
5. Power Boar Racing on the St. John's River

Jacksonville venues:
Feedback requested

Event capacity is an issues: Jacksonville Cap. For local venues is 490. Why? Can that number be increased? What was the reason for the cap?

How do we support historic and rising cultures in the city of Jacksonville? Example: Asian, Black American, Caribbean, Hispanic, South Asian, Southern American, etc.

Public Comment:

Guests Recommendation: What are the best practices that's other cities? Orlando, Huntsville, etc.

Public Introductions:

Kortney Wesley: DCPS, associated with several civic and fundraiser events. Assists Corporate sponsors in JAX help brand the city. Associated with The LINKS and AKA. How do we bring in outside groups. What Events spaced or sourced?

Nancy Powell: River Front Parks Now. First issue: 1 food and drinks. Smaller events. Weekly monthly and annually.

NOTE: ****There Are No Stops on the U.S. Civil Rights Trail Tour.****

Lori Boyer: DIA. Hear to "Listen and Learn. Mentioned The LaVilla Heritage Trail (Not widely known). Not activated as of yet.

Next meeting:
Wednesday July 26, 2023

Meeting adjourned: 1:53PM