

MINUTES

Art, Culture, and Entertainment Committee

Talent Retention Sub Committee

Meeting One

Date: Tuesday, July 18, 2023 – Time: 2-4 pm

Location: Downtown Vision Offices 29 West Duval St. Join

Virtually: <https://us02web.zoom.us/j/85825953963>

Committee Members Present: [Toni Smailagic](#) Kady Yellow,

Christa Sylla, Love Reigns, Katie McCaughan,

Public: Al Pete, Michael Fernandez, Jasmine Turner, Elizabeth

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Talent Retention Sub Committee Scope, Work & Charge

Scope of Work:

1. Support and retention of artists, cultural workers and creative entrepreneurs

Recommendation: City Arts Collective a qualified database of local artists for hire

A union, collective or guild to be formed and the options (Toni is researching this)

Tourism tax is the funding model for Visit Jax and maybe tapping into it as a way to fund a "grants & funding list"

research task

Professionalizing the arts: How are they getting paid, what are they being paid?

Artist rates: The average is \$400 for a musical group of 4

Another example is event photographers accepting a gig for \$50 and not licensing the images as a revenue stream

Local artists are afraid to ask for more because they need the money

Should we set a new standard in our work and help "break the myth and legend that artists can't talk about money."

Idea: professional workshops to have these conversations on pay and rate.

Passion does not pay bills.

2. Propose opportunities for development of artists, cultural workers, and entrepreneurs through new and existing initiatives (programs, investment opportunities, and incentives) - *see education notes below*

3. Identify barriers to viability for artists to live, work, and thrive in the City. Propose creative solutions

Cost of living, affordable housing

Artist housing - how is this even possibly made?

Idea - certain developers could partner with COJ on a 30% subsidy (tax) to help cover the rent vs. a rate reduction

Cost of living - if you cannot afford you can't be a part of the work happening

Proximity to the community - Centers or districts

Idea - establish official culture and art districts

ex) The Cork does not have a marketing budget to tell the story

Issue: Individual artist grants are rare, the requirements are challenging and too demanding on our creative class, there may be 1 or 2 a year and average \$2,500

Goal: art for art's sake, funding the people doing the work and not asking them to take on more of a role as not all artists are teachers/health professionals

Finances of artists - they are not looking at state and national opportunities in Jax

Educate our local artist: Erin Kendrick does an artist grant writing program and there needs to be money management, does VyStar offer financial literacy and can that be a requirement for funding awards, artists need websites (this can be tackled), headshots and bios for artist (Love Reigns did an event)

Recc - education and communication to prepare artists for the potential

Idea - one stop shop (festival) for services, come get a website, headshot and bio written and learn to write a grant

Partnerships - marketing and web dev in-kind or adding a line item in contracts, or F&F

could do a billboard for a local artist (in-kind support)

Collaborations: Think LOVE Culture and sprite but no blueprint on how to tackle the challenges associated with them

Research Who funds them, reports, and administers these grants? What monies are out there that the city is not accessing? Not just individual artists grants to create a fund

research Universal basic Income programs - LA, St Pete, NY State

*There are opportunity and then there is a need to create new opportunities

"Urban core creatives" vs. Mandarin artists

Who are the locally success stories? Ex) Al Letson

Studio space, lack of venues, lack of gigs,

4. Identify opportunities to embed artist and cultural works in work of the City
5. Inventory spaces to activate for artists to create in and venues for events and cultural programs (skip, another sub-committee is covering this)
6. Convene artists, cultural workers, and entrepreneurs to identify areas most important to them: This Committee cannot convene artists together but can be done individually, or it can be initiated by COJ, and Katie will provide new information and see how culture as a destination did it
7. Meet with representatives of and consider collaborations between leaders along the creative talent pipeline - schools, universities, professional artists, youth, mentors

There is a sense that the pipeline stops, we have great schools, educators, etc. but the pipeline ends at High School

How do we connect the schools to professional practitioners to show them how to be a professional artists (a project or program to do this more practically and

increase connectivity)

Where are we in this and what is COJ responsibility?

The Performance Academy, JAMS, Don't Miss a Beat wants to meet and see how to be more cohesive and connected

Idea - Can we convene the arts educators and organizers, but not traditional - think of other places?

Challenge: there is a disconnect between MOCA and the local artists but it is not welcoming to artists, The Ritz is the same

JAMS - wants to create leaders, not artists, leadership through the arts

-There is a whole community of artists that do not do the college track

Ex. Marlin Smith, Trenton Marlin (they have performed at the super bowl)

Tiffany "Momma T" Marshel (Subject area expert) has nurtured the talent here (organization: another Woman Nation)

Point - need queer community connection. Jax does not feel like a safe place to be yourself, they leave to go to other cities and places to express themselves (retention is impacted by Politics) and this is exacerbated by space and lack of accepting venues

Ideas - artist exchanges and travel grants

Prioritize & Identify: Retaining artistic talent in a city requires creating an environment that supports and nourishes the arts. Below are several general points to further focus and guide our work.

1. Cultural Infrastructure: A city needs to have adequate cultural infrastructure such as theaters, galleries, museums, and performance spaces. These venues provide artists with opportunities to showcase their work and engage with

audiences.

2. **Arts Education:** Strong arts education programs in schools and universities can nurture young talent and encourage artistic development. Providing opportunities for aspiring artists to learn and grow within the city can create a pipeline of creative individuals.
3. **Artist Residencies and Grants:** Offering artist residencies and grants can attract and retain talented artists. These programs provide financial support, resources, and a supportive community, allowing artists to focus on their work without financial burden.
4. **Affordable Living and Workspaces:** High costs of living and limited affordable housing can often drive artists away. Providing affordable living options and dedicated workspaces or studios can make a city more attractive and accessible to artists.
5. **Networking and Collaboration Opportunities:** Encouraging collaboration and networking among artists can foster a vibrant creative community. Organizing events, workshops, and festivals where artists can connect, collaborate, and share ideas can contribute to their retention.
6. **Recognition and Appreciation:** Recognizing and appreciating artists for their contributions to the community can help retain talent. Celebrating local artists through awards, exhibitions, and public recognition creates a sense of value and validation, fostering an environment where artists feel appreciated.
7. **Supportive Policies and Regulations:** Implementing policies that support the arts, such as public art initiatives, cultural funding, and zoning regulations that protect creative spaces, can create a favorable environment for artists to thrive.
8. **Quality of Life:** A city's overall quality of life, including factors like safety, healthcare, transportation, and recreational opportunities, can also impact an artist's decision to stay. Creating a livable and vibrant city with amenities that cater to artists' needs can contribute to talent retention.

9. Diverse and Inclusive Community: Embracing diversity and fostering an inclusive community can attract artists from different backgrounds and perspectives. A city that values and supports a wide range of artistic expressions is more likely to retain a diverse pool of talent.

Charge:

Provide solutions with accountability in mind, including specific goals and metrics that show the return on investment for taxpayers or success of a policy. If you uncover specific sources of state, federal, and public-private grants during your research and committee discussions, please include that information in your report as well.

Timeline and Components of Report:

June 26 - Preliminary Progress Report due

August 20 - Subcommittee Draft Reports sent to Chair.

Next meetings: Tuesday 7/25 3-5PM and we will plan all meetings then

Toni asked to write on the education for artists piece - what do they need to set themselves up for greater success?

Katie wants to look into other funding and opportunity options

Kady look at comp cities and UI Programs, and what city government are doing for artists (housing and stipends) for five cities ex. Cincinnati

Love - what are the existing conditions for venues locally for exhibition and creation and make recommendations, and what is city-owned property?

Christa - convening art educators and identifying other potential experts

What has been done with the Armory? This is City owned?

NOTES FROM CHAT:

<https://www.coj.net/departments/mayors-youth-at-work-partnership> This program happens every year, but does not offer Creative Industries, yet.

Our Library offers Research tools for grant writing. other resources available. There was once a sound lab and Learning Lab for creators. Due to these resources being underutilized, they were removed.

PUBLIC Comment:

Jasmine Turner - lives locally and speaks professionally - paid internship and apprenticeships (She was with the national parks services in DC) and worked with the Smithsonian paid internship programs and was able to bring what she learned to MOSH.

Bespoke House hosted a creative summit, and there was talk on City BIDS - only 25% are asked to come from City BIDS, and we ask that you look into an increase to 75% They also looked at the Cult. Co. and diversity of board, staff, etc., and the standards and how they are enforced.

Meeting Adjourned