



MINUTES

Cultural Council of Greater Jacksonville

Development Committee Meeting

Monday, October 14, 2024, 6:00 p.m.

Location: In person, Jessie Ball duPont Center, and Virtual, Zoom

Present:

Members – Chair, Darrin Eakins, Dr. Darren Brownlee, and Michael Freed

Staff: Development Director, Nidhi Every, and Executive Director, Diana Donovan

Absent:

Members— Chris Lazzara

- A. The Development Committee meeting was called to order at 6:11 p.m.
- B. The Development Committee met on August 14, 2024, and October 14, 2024, and no voting took place for this first planning meeting.
- C. Previous Meeting Review
 - a. Discussion on infrastructure, bylaws, and defining roles and responsibilities for both the Development Director and Committee.
 - b. Focus was on sponsorships for the Arts Awards and the creation of a fundraising plan.
- D. Organizational Successes
 - a. Diana Donovan praised the organization's development progress, particularly in operations, procedures, and the Arts Awards event, citing achievements by the Development Director and staff despite sector challenges.
 - b. Positive feedback on stewardship efforts and communication efficiency.
- E. Board Member Contributions
 - a. Board members are encouraged to share personal accomplishments and awards for recognition by the Cultural Council.
- F. Arts Awards Event Report
 - a. Fundraising impact: Raised \$125,500, a 73% increase from the previous year.
 - b. New sponsors: Attracted businesses from across the state, including 11 new sponsors.
 - c. Attendance growth: 37% increase in attendance.
 - d. Revenue: Ticket sales doubled, with one-third of guests being artists or cultural workers.

- e. Expenses: Increased due to venue change and production costs; a premier sponsor could have helped reach fundraising goals, but most companies had already committed their charitable dollars based on their fiscal year.
- f. Esteemed guests: Included key figures: Mayor Deegan and City Council VP Carrico, and other council members, with notable mentions and letters from others.
- g. Event was highly praised and dubbed "The Met of Jacksonville."

G. Donor Communication

- a. Mike Freed suggested sharing impact updates with donors.
- b. An impact report is being prepared for release in January 2025, along with regular updates on Cultural Council activities, such as public art dedications, and promoting our Cultural Service Grantee organizations.

H. Fundraising Plan for FY2025

- a. Arts Awards move: Scheduled for the Spring starting in 2025.
- b. Annual partnerships and sponsorships: Packets will be made available.
- c. Board leadership: Members are expected to lead by example with board dues, a meaningful annual gift of choice, and contribute to the Arts Awards.
- d. Stewardship: A collaborative effort led by the Development Director with support from the Board and staff.
- e. Private foundation grants: Proposals will be submitted to seek private unrestricted funding.
- f. Fundraising events: Collaborations with community partners and board members to host private events.
- g. End-of-Year appeal: to fundraise for our annual unrestricted fund, which will be an electronic appeal that goes out at the end of November through December 31, 2024.

I. Cost-Saving Opportunities

- a. Information shared on potential partnerships with local restaurants to reduce catering costs for future events.

J. Board Members' Role in Impact

- a. Public Art partnerships: Bring new partnerships to enhance the Cultural Council's role as the premier public art regranteeing agency.
- b. Private donors and sponsors: Introduce potential donors who can support arts regranteeing.
- c. Third-party event sponsors: Secure hosts for private fundraising events.

K. Tax Benefits Clarification

- a. Donations made to the organization apply to the calendar year. Tax letters will be sent out in January to donors for their previous year's contributions.

L. Next Meeting

- a. Scheduled for January 13, 2024, at the Jessie Ball duPont Fund.

M. Meeting adjourned at 6:30 p.m.