



**MORE
ART.
CULTURE.**

**CULTURAL COUNCIL
OF GREATER JACKSONVILLE**

MINUTES

Cultural Council of Greater Jacksonville

Development Committee Meeting

Monday, December 2, 2024, 5:00 p.m.

Location: In-person, 40 E Adams Street, Room 318, Jacksonville, FL 32202; Virtual, Zoom

Present:

Members – Chair, Darrin Eakins, Darren Brownlee, Kevin Craig, and Michael Freed

Also present – Board Chair, Lisa Johnson, and Karen Feagins

Staff – Nidhi Every, Kristin Livingston, Mary Pat Wallmeyer, Milena Ruiz, and Dannan Crabtree

Consultant – Janette Allen

Absent:

Members— Chris Lazzara

- A. The Special Development Committee meeting was called to order at 5:00 p.m. by the chair, Darrin Eakins.
- B. Board Chair, Lisa Johnson gave remarks for the purpose of the meeting. Lisa remarked that the purpose of the Annual Arts Awards event is to fundraise, enhance brand visibility, drive advocacy, and celebrate the arts and culture sector.
- C. Staff members Nidhi Every and Kristin Livingston provided a comprehensive layout of the event.
 - a. History and phases of the event
 - i. Historically, CCGJ hosts a different event every year at different venues with different themes
 - ii. The event is to elevate the sector; awardees drive ticket sales
 - iii. Typically, Arts Awards is a break-even event
 - iv. Financial update shows a break-even budget for the 47th Annual Arts Awards
 - b. Defined priorities
 - i. Community Awards
 - ii. Fundraising Optimization (catalyst spotlight as event chairs)
 - iii. Advocacy
 - c. CCGJ Year in Overview

- i. Outlined quarterly priorities over the next two years
 - ii. Finalize the timeline of 2025 and 2026 Arts Awards (2025 is the 50th anniversary for this event)
- d. Feedback
 - i. Overwhelming support from attendees
 - ii. One-of-a-kind event in the region
 - iii. Great networking event for the sector
 - iv. High-quality experience
 - v. Likened to the “Met”
- e. Staff Recommendation with Committee approval and Board support
 - i. 48th Annual Arts Awards to be hosted in the Fall of 2025
 - ii. 49th Annual Arts Awards to be transitioned to the Spring of 2026
 - iii. 50th Annual Arts Awards to continue in the Spring of 2027
- f. Fundraising
 - i. Goal ~\$250,000 in 2025 (significant increase in sponsorships, fundraising is done ahead of the event, not heavily at the event as the focus needs to remain on the awardees and on advocacy for the sector)
 - ii. Food and Beverage is a fixed cost and increases with guest count
 - iii. Venue is in-kind
 - iv. Budget projection does not fluctuate much from year to year
- g. Ticket Sales
 - i. Tiered ticket options
 - ii. Option for guests to add a donation at time of ticket purchase
- h. Discussion
 - i. Lisa Johnson asked about the options of hosting an evening gala versus a luncheon-style event
 - 1. Kristin shared that expenses would change, but the event would be entirely different and would not meet the organization’s priorities. Nidhi added that a luncheon would reduce the impact on the sector and the intention to focus on celebrating the awardees.
 - ii. Darrin Eakins and Mike Freed inquired about sponsorship solicitation over multiple years.
 - 1. Nidhi shared that the intention is to ask for multi-year gifts from businesses and major donors with ongoing recognition, and to solicit annual sponsorship gifts.
 - 2. Consultant, Janette Allen is in favor of the multi-year sponsorship strategy.
 - iii. Karen Feagins inquired about potential to solicit \$50,000 gift.
 - 1. Nidhi shared that prospective major donors are being considered.
 - iv. Karen Feagins appreciated the comprehensive plan that was presented and the Committee and Board thanked the staff.
- i. Darrin Eakins motioned to vote to accept staff recommendation.
 - i. Mike Freed seconded the motion
 - ii. Yes: Kevin Craig, Darrin Eakins, Lisa Johnson

1. Motion passed

D. There was no public comment.

E. The meeting was adjourned at 6:05 p.m.