



CULTURAL ARTS and RECREATION ADVISORY COMMITTEE CITY OF ATLANTIC BEACH

Meeting Agenda
Tuesday, July 25, 2017
Adele Grage Cultural Center
6:00 p.m.

1. Call to order – Chair
2. Approval of Meeting Minutes from June 27, 2017 and July 11, 2017
3. Recognition of Visitors
4. Ongoing Business
 - a. Turkey Trot
 - b. Committee Contributions
 - c. Jazz Festival Proposals Update
 - d. Bocce Ball – Jay
 - e. Budget Proposal for 2017-18
5. New Business
 - a. Pickleball Suggestion
6. Other Agenda Items/Announcements
 - a. Next meeting – scheduled for August 22
 - b. Agenda items for next meeting
7. Adjournment

Upcoming Events

Songwriters Concert – August 6, 6-8 p.m. – AGCC
Intracoastal Paddle Tour – August 13, 11 am – Dutton Island
Artist Reception for James Brady – August 17, 5-8 pm - AGCC
Acoustic Night – August 27, 6-8 p.m. - AGCC
AB Elections – August 29 - AGCC
Mid-Week Market - Wednesdays, 3-6 p.m. – Bull Park
Children’s Yoga – Tuesdays 5:30-7:30 pm – AGCC
Senior Aerobics – Wednesdays, 10:30 -12 p.m. – Baker Center
Qigong, Yoga, Meditation – Wednesdays 9:30 am, 6 pm, 7:30 pm - AGCC
Zumba – Wednesdays, 6:30-7:30 p.m. – Jordan Center
Meditation – Thursdays 9:30 a.m. – Adele Grage



CITY OF ATLANTIC BEACH

CULTURAL ARTS and RECREATION ADVISORY COMMITTEE

Meeting Minutes
Tuesday, June 27, 2017 @ 6:00 pm
Adele Grage Theater

Present: Grant Healy, Marina Kaplan-6:20 pm arrival, Beverly Norman, Dawn Pope, Pam White, Jay Wilson-6:55 pm arrival, Faye Wood, Timmy Johnson (Liason), Della Giovanni (Recording Secretary)

Absent: None

1. **Call to order** – Chair, Grant Healy called the meeting to order – 6:00 pm
2. **Minutes** from Special Called Meeting on May 31, 2017 were not read prior to this meeting by several members, Grant Healy quickly reviewed. Pam motioned to accept the minutes, Dawn seconded the motion, all in favor.
3. **Recognition of Visitors**
 - a. Candace Kelly, running for Commission Seat 4-currently sitting Jimmy Hill.
 - b. Ellen Glasser, running for Mayor; stated the Bocce Tournament was great for a first time event.
4. **Ongoing Business:**
 - a. **COMMITTEE CONTRIBUTIONS - Grant**
 1. The Recreation Department received the proposal from the Interim City Manager and sent it to the Committee for review for the meeting. Grant advised the Committee that they need to review for changes and explained that they cannot call it a “Grant,” that it needs to be re-named “Contributions.”
 - a. New procedures will give the Committee guidelines to follow. A Special Called meeting requested to review, change and approve new procedures of submitted proposal sent to Members the morning of this meeting. Members agreed on Tuesday, July 11 @ 6:30 pm in the Adele Grage Theater to discuss.
 - b. Commission Meeting Budgets will be discussed at July 12 meeting, **Timmy Johnson** suggested Committee members attend if available for support of budget proposal.
 2. **Timmy** explained the process: the Commission’s charge to the Committee is to grant funding to organizations as part of the Committee’s responsibility; the Committee makes the final decision of the proposal.
 - a. He explained that the Board’s approval is a recommendation for the Commission.
 3. **Grant** recommended that their final draft goes to the City Manager for review and approval prior to going to the Commission.
 - b. **JAZZ FESTIVAL - Pam**
 1. Mike Shackelford – still no response except suggested calling it a Music Festival instead of a Jazz Festival. Timmy advised that Shackelford is a good resource for sound management, possible use for his talents that way. Pam continued with:
 - a. Suggest a Call to Artist for Poster Competition; include poster sales at event
 - b. Suggested that the City does the rentals and only rely on organizer for the entertainment portion of the organizing to keep cost down
 - c. Current proposals include rentals, chairs and tents
 - d. Possible four acts from 3-8 pm, estimated 500-1000 people in attendance
 - e. Food Trucks
 2. **Marina** asked about Web.com dates interfering with Jazz Festival dates; Pam to follow up to get 2018 dates
 3. **Timmy** explained that an amount needs to be decided on in order to put in the budget, since being presented to the Commission on July 12.
 - a. He has spoken with Cathy Wallace with Beaches Fine Arts who can provide entertainment information; she is willing to help assist with line-up of entertainers
 - b. All decisions and organization need to be in place by December for proper planning
 - c. Suggest UNF Jazz Band for opening act

4. **Grant** advised the Committee that they need to decide on how the Committee wants to be involved with events. He explained that if it is a big event, the Committee needs to assist the Recreation Department and give input.
 - a. **Faye** said that it was to her understanding that the Committee was to host events, coordinate and be responsible for the success of the events they sponsor. Grant disagreed by saying that there cannot be too many organizers.
 - b. **Timmy** explained that committees in the past led the planning of events with assistance from the Recreation Department. He stated that the Resolution for the Committee states that the Board will help plan an event, bring to the committee and coordinate by working with City Staff to bring the event together.
 - c. **Grant** rebutted by saying that the Committee Members are not professional organizers and that the Advisory Committee needs to understand their roles, i.e. Bocce Ball was done at the last minute, in order for it to be successful, the professionals should have guided the Committee on what to do by having members sign up on a volunteer list to assist.
 - d. **Della** made an example from Arts in the Park of how the Committee was not supportive in assisting in preparing for the event when needed, and went to explain what happened in the failure of organizing the Bocce event.
 - e. **Faye** used Arts in the Park as an example on how an event gets done, and said that the Jazz Festival should be organized in the same manner.
 - f. **Grant** continued by saying that the Committee's role is to advise City Staff on how to plan the event, according to the approved budget, allowing the City to hire a coordinator if needed for an event. He said the Committee wants to help plan, not do the planning. He went on to say that the Committee's role is responsible for having at least one member at every event to be the host/hostess; the Committee needs to be passionate about what they do and mentioned that the Jazz Festival should be organized by City Staff. Marina agreed that the Committee needs to volunteer more on their sponsored events.
 - g. **Timmy** questioned the Committee regarding the direction/participation if they do not want to help organize events.
 - h. **Grant** asked the Committee how much they would like to designate from the budget for the Jazz Festival. Pam suggested \$8,000-10,000 for a start-up event, not sure of entertainers' fees.
 - i. **Dawn** asked if funds can be pulled out of the Discretionary Account if they exceed the budget
 - ii. **Grant** explained that there will not be a Discretionary Account, that it is going to be a Contribution Account, leaving no extra funds for events
 - i. **Faye** questioned if the Jazz Festival should be the Committee's responsibility to plan or if the City should put on the event; she said that she supports the event and wants to allocate funds.
 - j. **Grant** suggested that the Committee allocate funds to have a coordinator put on the event, provide events to the residents and contribute to the people.
 - k. **Dawn** motioned to approve \$10,000 for Jazz Festival, Marina seconded the motion; all were in favor of the motion.

c. BOCCE BALL – **Grant**

1. Addressed article in Beaches Leader to the Editor and his response letter
 - a. **Faye** agreed that there was poor time management and agreed with the article regarding the times. Her input: more water is needed, the event should start earlier and enforce the time rule; start and finish times should all be the same for all teams, Committee members should not participate in the event but host it (Grant agreed), limit times so the play doesn't go so long.
 - b. **Dawn** said that people she spoke with thought the event was well organized and had a good time; she also apologized that the letter written was by her father-in-law.
 - c. **Jay** suggested more Beach Marshalls perhaps 1 for every 2 courts, give each court a tape measure to cut back on Marshalls, increase number of entries to 60
 - d. **Jay** motioned to refund \$40 to team that was upset about timing of tournament; Dawn seconded; Discussion – Grant opposed the idea, Marina agreed with Grant,– Jay motioned to refund, remaining committee members voted against, motion denied.

- e. **Grant** discussed allocation of funds vs. revenue to defray expenses; Timmy followed up with procedures from the City's finance department
- f. Discussion of supporting invoiced amount from Jax Surf & Paddle vs. donation; Jay motioned to pay \$798.50 in support of having them continue to sponsor the event, Dawn seconded the motion. Beverly agreed it would be goodwill for continued relationship of sponsors; Jay motioned \$790 to be paid, Dawn seconded motion - Pam nay the vote; motion passed of paying JSP \$790 from Discretionary funds
- g. Kreative Marketing invoice – Grant withdrew invoice, requested not to pay due to ethics; Timmy explained to the Committee that since the company was owned by a Committee Member's spouse, it is unethical to pay out of the Committee's budget
 - i. **Dawn** was in favor of giving a donation to Kreative Marketing for their donation; Marina agreed unethical (who attended the Ethics Training Class)
 - ii. **Jay** supported the donation since they stepped in to provide shirts, otherwise they would not have had shirts for the event

d. **BUDGET – Grant**

- 1. Reviewed Event Expense Sheet for fiscal year 2016-17
- 2. Went over budget sheet line by line for FY 2017-18:
 - a. Acoustic Night/Songwriters' Concert \$ 6,000.00
 - b. Arts in the Park \$ 9,500.00
 - c. Artisan Faire \$ 1,200.00
 - d. Bocce Tournament \$ 1,200.00
 - e. Jazz Festival \$10,000.00
 - f. Discretionary Funds now Contributions \$32,800.00
 - g. Advertising & Mailings \$ 1,800.00
 - h. Total Budget \$62,500.00

6. **Upcoming Events – Timmy**

- a. Turkey Trot asking for volunteers – handout given to members to help solicit volunteers
- b. **Della** requested Artist Names from committee members for Artisan Faire – Members asked not to advise artists they are being invited since some spots will be given to AITP applicants who had to cancel and paid for a spot; request a total of 30 names submitted from Committee Members, would like all members to submit names, not just one member, it should be a team effort.

7. **Next Meeting-July 11, 2017 @ 6:30 pm in Theater – Special Called Meeting**

- a. Contribution process
- b. Events

- 8. **Adjournment** – with no further business, Pam motioned for adjournment, Jay seconded the motion to adjourn the meeting. The meeting was unanimously adjourned at 7:50 p.m.

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Grant Healy, Chairperson