

**OFFICE OF THE CITY COUNCIL**

117 WEST DUVAL STREET, SUITE 425

4TH FLOOR, CITY HALL

JACKSONVILLE, FLORIDA 32202

904-630-1377

**CIVIL RIGHTS HISTORY MARKETING MINUTES**

**Don Davis Room, 1st floor, City Hall**

**April 4, 2018**

**10:00 a.m.**

**Location:** Don Davis, 1st floor, City Hall – St. James Building, 117 West Duval Street

**In attendance:** Tony Allegretti and Monica Smith

**Also**: Yvonne P. Mitchell – Council Research Division

See attached sign-in sheet for additional attendees.

**Meeting Convened**: 10:33 a.m.

Tony Allegretti, Cultural Council of Greater Jacksonville, convened the meeting and the attendees introduced themselves for the record. He provided an overview of the Cultural Council and shared its statement on Cultural Equity.

Mr. Allegretti and Ms. Monica Smith agreed that promoting the comprehensive history of Jacksonville requires a multipronged approach. The key points were finding long-term funding, highlighting attractions that still exist, determining what product to produce, and what period should be emphasized. There was discussion regarding presenting a digital vs. editorial version of the timeline. A magazine example was that included a 50-page travel guide. The investment in this type promotion could range between $80,000 and $100,000.

The members shared the necessity of launching a website or an experience that could be provided immediately. The decisions would include identifying what products to highlight and whether to present as a tourism product with an interactive experience. It was suggested that the website should be maintained by an entity with longevity such as the City of Jacksonville, Duval County or the Cultural Council.

Per the committee’s request, Yvonne Mitchell will draft a form to gather feedback from residents regarding activities they would participate in with visiting family/friends for a weekend. The committee wants to know specifics on locations for attractions, dining, performances, etc. The idea is to gather enough data to assist in packaging the ideal experience that is easy, accessible and engaging.

The committee will present the feedback form at the Task Force meeting on Wednesday, April 11th. Future discussions will depend on the direction provided by the whole committee.

Public speakers were Tanita Woods and David Cronin. Per the comments received, the committee requested Ms. Mitchell to obtain the email list from Neighborhoods Department to forward the Civil Rights History Input Form to community organizations.

**Meeting adjourned:** 11:29 a.m.

The written minutes of this meeting are only an overview of what was discussed. The following items have been submitted for the public record. Please contact legislative services for these items.

Minutes: Yvonne P. Mitchell, Council Research

Posted 04.06.18 7:00 p.m.

Tapes: Civil Rights History Marketing Meeting – LSD

04.04.18