

**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**

**Conference Room A, Suite 425, City Hall**

**April 24, 2018**

**10:00 a.m.**

**Location:** Conference Room A, Suite 425, City Hall – St. James Building, 117 West Duval Street

**In attendance:** Tony Allegretti (Co-Chair), Dr. Alan Bliss, Brenda Frinks

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

See attached sign-in sheet for additional attendees.

**Meeting Convened**: 10:12 a.m.

Mr. Tony Allegretti convened the meeting and the attendees introduced themselves for the record. He provided the highlights of the committee’s previous meeting. He asked each member to provide a background of their experience and share any ideas for the committee. Ms. Brenda Frinks shared extensive information regarding her work with the Jacksonville Sister Cities Association and other involvements in the community. She commented that Jacksonville has a lot to offer that people don’t hear about internally and externally. We need to create opportunities to share the good news that is uplifting to other areas outside of Northeast Florida. How do we promote that Jacksonville is a destination spot? In response to the question, Mr. Allegretti inquired whether there was an event such as conference that focuses on collaboration and exchange of information. A key component of marketing is finding a steady source of funding to continue programming and ideas. Mr. Allegretti announced that PNC Arts Alive have grants and are accepting applications from not-for-profit organizations with diversity programs that involve the arts.

There was extensive discussion regarding a community inventory showcase, a knowledge exchange, to promote various events and activities happening in Jacksonville related to African American History and Civil Rights. Mr. Allegretti stated that WJCT is considering creating an audio version or mobile application of a Civil Rights timeline. He suggested the committee look into partnering with WJCT. In regards to the community showcase, the committee discussed the importance of a theme to intrigue people to attend. The components of the event are a showcase, exchange, and a panel of discussion. A significant project outcome is gathering information to build a more attractive package to present citizens and guests in learning more about Jacksonville’s Civil Rights History.

Dr. Bliss inquired about how do we brand Jacksonville’s story and what is the most important event or person that should be highlighted as a theme? Ms. Frinks asked how do we intertwine all of the influential people in Jacksonville and lift it to a higher level such as workshop series that could be promoted nationally. She shared that uplifting the history and great works of people like James Weldon Johnson and Clara White does not coincide with the objects like the Confederate statute remaining outside of a museum. Thus, a more in-depth conversation was necessary with members of the City Council related to funding and the context of which the statutes were erected.

Ms. Frinks inquired about how the committee plans to market the timeline immediately. She wants to discuss the creation of a brochure that would highlight the new website and locations. The committee was informed that the Repository subcommittee voted for the digital version of the timeline to be housed on the City of Jacksonville’s website.

The committee has two points to follow up: 1) the continuation of how to market the timeline and current events with the community; and 2) utilize agencies like Visit Jacksonville to promote the final product of the Task Force. Dr. Bliss commented that the Task Force and agencies like Jacksonville Historic Society must continue to interpret Jacksonville’s history in various ways to resonate a sense of justice in our city. The committee plans to invite a marketing agent and a representative from WJCT.

Next meeting topics:

Community Inventory Showcase

Directory of Resources

Input from a marketing expert

Input from WJCT representative

**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 04.27.18 5:00 p.m.

Tapes: Civil Rights History Marketing Meeting – LSD

04.24.18

Handouts: Civil Rights History Marketing Meeting – LSD

04.24.18