

**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 B, 4th Floor, City Hall**

**June 19, 2018**

**10:00 a.m.**

**Location:** Committee Room B, 4th floor, City Hall – St. James Building, 117 West Duval Street

**In attendance:** Tony Allegretti (Co-Chair), Brenda Frinks

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

See attached sign-in sheet for additional attendees.

**Meeting Convened**: 10:05 a.m.

Mr. Tony Allegretti convened the meeting and attendees introduced themselves for the record.

Ms. Brenda Frinks reviewed her list of recommendations for consideration. In addition to ideas mentioned in previous meetings, she suggested the following:

* Upgrade and increase maintenance of existing structures that currently house important historical artifacts;
* Provide new carpeting at the Ritz Theatre and Museum, add Wi-Fi, and build the second floor with classrooms for workshops;
* Provide funding to support buildout of Clara White Mission museum space offices or relocate offices to an adjacent or nearby property;
* Restore the original name of the Ritz to the Ritz Theatre and LaVilla Museum;
* Offer access to collect artifacts from individuals and known locations (i.e., Whetstonian) that may be lost due to family relocation, Alzheimer's, debilitating disease, death, etc.
* Create an opportunity for oral history archive dedicated to recording elders and their family (i.e., family reunions and senior citizen gathering places)
* Marketing plan to include a dedicated annual event produced by the city to celebrate Civil Rights that are marketed locally and internationally
* Ongoing advertisements in publications such as Essence, Ebony, etc.
* Digital and printed information at all Florida Visitor Centers about Jax Civil Rights locations ( i.e., rack cards stickers, ticker tape)
* Utilize billboards along major corridors (I-95, I-10), highways and frequented locations (i.e., big Jaguar billboards)
* Create an educational program and curriculum materials on Civil Rights in Jax for Duval County schools and /or after schools programs as well as residents especially persons relocating to the area

There was extensive discussion regarding the City actively investing in civil rights to include forming a permanent commission or board. Also, there should be funding set aside for Civil Rights initiatives and marketing. It was suggested that the City offer a signature event that highlights local activists and brings in a celebrity to provide an opportunity to fill heads and beds. The event could be combined with a showcase of historical sites and people to educate citizens about Jacksonville’s history.

The Cultural Council interns, local high school students, were requested to give feedback about how to target a younger audience. Their suggestions included, but not limited to, providing information to summer camps, creating age-appropriate games, incorporating information into school curriculums, Civil Rights “Art Walk”, creating an interactive in-school activity, and offering certification in the study of Civil Rights. The interns were enlightened by the information about Ax Handle Saturday and other significant events, sites, and people connected to civil rights. They were encouraged to be engaged in the community and embrace their history.

Mr. Allegretti will compile the recommendations and forward to Ms. Yvonne Mitchell.

The written minutes of this meeting are an overview of the discussion. The audio version of the meeting may be retrieved from the Legislative Services Division.

**Meeting adjourned:** 11:03 a.m.

Minutes: Yvonne P. Mitchell, Council Research

Posted 06.23.18 5:00 p.m.

Tape: Civil Rights History Marketing Subcommittee Meeting – LSD

06.19.18

Materials: Civil Rights History Marketing Subcommittee Meeting

06.19.18