

**OFFICE OF THE CITY COUNCIL**

117 WEST DUVAL STREET, SUITE 425

4TH FLOOR, CITY HALL

JACKSONVILLE, FLORIDA 32202

904-630-1377

**TASK FORCE ON CIVIL RIGHTS HISTORY MEETING**

**Lynwood Roberts Room, 1st floor, City Hall**

**June 20, 2018**

**10:00 a.m.**

**Location:** Lynwood Roberts, City Hall – St. James Building, 117 West Duval Street

**In attendance:** The Honorable Warren Jones (Co-Chair), Ju’Coby Pitman (Co-Chair),Tony Allegretti, Brenda Frinks, Dr. Tim Gilmore, Dr. Marvin Grant; Chris Hand, Maria Hane, The Honorable Rodney L. Hurst, Sr., The Honorable Rahman Johnson, Hope McMath, Marsha Phelts, Monica Smith, Adonnica Toler, Lloyd Washington, Alton Yates

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

See sign-in sheet for additional attendees.

**Meeting Convened**: 10:06 a.m.

The Honorable Warren Jones and Ju’Coby Pittman, Co-Chairs, called the meeting to order and attendees introduced themselves for the record.

Mr. Ken Lawson, Visit Florida CEO, stated he met with the executive board of Travel South to gather details about the U.S. Heritage Trail application process. He has committed that Visit Florida will contribute $15,000 annually to Travel South to allow the state to participate. Applications are submitted July 1st thru October 1st. An application submission does not guarantee its selection to the trail. The review and selection phase is between October and December. There is a one-time fee of $3,500 required per location. Specific questions regarding the application fee associated with a city and number of sites cannot be answered until Travel South completes the criteria requirements. Mr. Lawson mentioned that he has inquired with Ken Detzner, Secretary of State of Florida, about updating the Black Heritage Trail booklet. This would increase marketing efforts associated with the U.S. Heritage Trail selection process. Mr. Lawson shared his plans to develop a program to market civil rights locations and maximize marketing dollars. Information was shared regarding additional efforts of Visit Florida to promote Florida’s diversity and rich African-American history of its small, medium and large minority partners in the State of Florida. It was noted the importance of establishing a Civil Rights Museum that would include various historical events. It was suggested promoting a Civil Rights Campus as a package with

Co-Chair Jones will request Council President Brosche to convene a meeting mid July to allow members to review the application and determine which sites to submit.

**Achievement:**

The State of Florida is eligible to participate with the U.S. Heritage Trail. Visit Florida has agreed to contribute $15,000.00 annually to Travel South USA.

**Recommendation:**

Visit Jacksonville should pursue the application for the U.S. Civil Rights Heritage Trail. Visit Jacksonville is encouraged to apply using the broadest possible criteria while staying consistent with the application and is encouraged to communicate with the Task Force in developing the application.

Motion introduced by Hope McMath and seconded by Chris Hand. The motion passed by unanimous vote.

Mr. Aundra Wallace, CEO of Downtown Investment Authority (DIA), stated his office has been concentrating on market economics. A part of the strategic planning was adding residential life in the area. There are two new developments completed and a third breaking ground soon. He stated before holding any community meetings it was important to understand the data associated with real estate economics. In response to Mr. Hand’s inquiry, Mr. Wallace stated he is supportive of historical preservation and promotion of LaVilla which is being included within the development strategies of the area. He stated that all 4.4 square miles of downtown has a national historic designation. In regards of the Sax Seafood property, Mr. Wallace stated he requested the board to prepare a development strategy that provides significance to the area and a gateway to downtown. He stated that the Lift Every Voice & Sing Park will be included in the development strategy. He has received several comments regarding the property located between Adams, Johnson, Lee, and Houston Streets. Mr. Wallace stated there have been discussions about commercial and residential development at the aforementioned property. He clarified that there have not been any permanent decisions on the use of the property or any initial commitments made to any developers. Also, he stated that there have not been any specific plans submitted for the property. It should be noted that the DIA will begin hosting community meetings to gather feedback about future plans of LaVilla development. There was discussion regarding rebuilding the brand of the community that requires new development to embrace the historical aspects. Mr. Wallace stated that there is currently not a strategy to preserve certain portions of LaVilla for historical value. There was concern regarding the lack of a strategy that would ensure historical preservation as a priority with regards to the influx of new development. Unfortunately, Mr. Wallace left before committee discussion. There were several questions about the national historic designation as it relates to LaVilla and the preservation strategy.

**Recommendation:**

The City of Jacksonville should establish a Civil Rights History District within LaVilla to preserve and promote the neighborhood and its significant role in Jacksonville’s history to include structures such as the Lift E’vry Voice & Sing Park. The park’s construction should be consistent with the vision of the Durkeville Historical Society. It is requested that the value of historical preservation is considered in the LaVilla development strategy. Also, the City and key stakeholders should examine the proposal by Adrienne Burke and Ennis Davis published in the June 2018 issue of *J Magazine* titled “Here is the Plan to Revive La Villa.”

Motion introduced by Chris Hand and seconded by Hope McMath. The motion passed by a unanimous vote.

Finance Subcommittee Report

Mr. Chris Hand reviewed the subcommittee recommendation distributed at the June 13, 2018 meeting. He stated the recommendations were amended to include information about Florida Associations of Museums and the National Trust for Historic Preservation as potential sources for public grant funding.

**Recommendation:**

The City of Jacksonville should pursue the submitted funding opportunities to help preserve and promote the Civil Rights History in Jacksonville.

1. Utilization of Duval County Tourist Development Council (TDC) funding opportunities
2. Pursue Public Grant Funding and foster relationships with other state entities (i.e., National Parks Service, Institute of Museum and Library Services, Florida Association of Museums)
3. Establish a robust private giving program

Motion introduced by Chris Hand and seconded by Rodney Hurst. The motion passed by unanimous vote.

Marketing Subcommittee Report

Mr. Tony Allegretti provided an overview of the subcommittee’s last meeting. The Cultural Council interns provided suggestions in regards to promoting Civil Rights to a younger audience.

**Recommendation:**

The City of Jacksonville should pursue the final recommendations of the Marketing subcommittee to include public programming and educational components; the next steps of an independent Civil Rights Heritage Trail; and restore “LaVilla” to the Ritz Theatre original name of the Ritz Theatre and LaVilla Museum.

Motion introduced by Chris Hand and seconded by Rodney Hurst. The motion passed by unanimous vote.

Inventory Subcommittee Report

Mr. Rodney Hurst announced that the Kings Road Post Office will be renamed after Rutledge Pearson Post Office on July 20, 2018 at 10:00 a.m.

**Recommendation:**

Move the acceptance of the Jacksonville Civil Rights History Timeline.

Motion introduced by Rodney Hurst and seconded by several members. The motion passed by unanimous vote.

Repository Subcommittee Report

Mr. Rahman Johnson stated that with the approval of the timeline it would be forwarded to the Jacksonville Public Library. The document is expected to be posted after the presentation of the Task Force final report to City Council on Tuesday, June 26, 2018. He noted that there are currently no physical artifacts available. However, should any are donated the Ritz Theatre shall serve as the repository.

Co-Chair Jones commented that the work of the Task Force needs to continue in order identify all the Civil Rights historical sites, determine the costs associated with funding and maintaining the sites, and identifying a civil rights museum along with funding and other logistics.

Per Council President Brosche’s request, Ms. Mitchell distributed the Jesse Ball DuPont report regarding the community dialogues how to convey Jacksonville’s history as it relates to monuments, parks, and people.

The Task Force reviewed Mr. Hand’s proposed amended version of the letter regarding the Confederate statute. After extensive discussion, the members agreed to additional modifications. It should be noted that the letter is not a part of the Task Force recommendations. The final letter will be available for individual signatures on Tuesday, June 26th at the City Council meeting.

Ms. Shawana Brooks gave public comment.

**Meeting adjourned:** 12:20 p.m.

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

Minutes: Yvonne P. Mitchell, Council Research

06.24.18 Posted 8:00 a.m.

Tapes: Task Force on Civil Rights History Meeting – LSD

06.20.18

Handouts: Task Force on Civil Rights History Meeting

06.20.18