

1 **MARIN COUNTY CULTURAL SERVICES COMMISSION**

2 **Marin Center, San Rafael, California**

3 **Minutes of Meeting of Wednesday, September 23, 2015**

4 **COMMISSIONERS PRESENT:**

5 Al Boro, Chair
6 Suzie Pollak, First Vice Chair
7 Helen Willms, Second Vice Chair
8 Col. Bill Cope
9 Yvonne Bush
10 Lynn Bornstein
11 Walt Johnson
12 Marge Bartolini
13 Annette Rose

14 **STAFF PRESENT:**

15 Gabriella C. Calicchio, Director
16 Marion Boyd, Deputy Director
17 Charlie Barboni, Fair Manager
18 Libby Garrison, Marketing Manager
19 George Pegelow, Event Coordinator
20 Janet Boddington, Administrative Assistant II
21 Elisa Seppa, Administrative Assistant

22 **GUESTS:**

23 Mary Jane Burke, and
24 Ken Lippi, Marin County Office of Education

25 **CALL TO ORDER:**

Chair Boro called the meeting to order at 1:30 p.m.

REVIEW AGENDA:

Pollak moved, Cope seconded, and the agenda for September 23, 2015 was approved.

APPROVAL OF MINUTES:

Pollak moved, Johnson seconded and the minutes of the July 22, 2015 meeting were approved.

SCHOOLS RULE:

Mary Jane Burke, Superintendent of Schools, Marin County Office of Education thanked Director and Commissioners for use of the Marin Center and Fairgrounds as the Schools Rule annual fundraising venue. Burke stated the understanding of M.C.O.E. that the venue is a privilege, and may not be able to occur every year at this site. If approved by the Commission, the 2016 event will take place on June 28. Burke requested to meet with Commissioners to discuss concerns, with the goal of enhancing future relationships and partnerships. Director Calicchio, and Commissioners Boro, Pollak and Cope will meet with Burke and Lippi to discuss. Staff will arrange meeting in near future. Burke reported steady, successful growth over three years in sponsorships and donations to the event, with a distribution this year on October 15, to all schools and districts, benefiting every student in Marin County, in the subject areas of technology, art, health and literacy. Sponsorships vary from Redwood Credit Union at \$50K to smaller one-time givers, each of whom considers the partnership a business opportunity that benefits all children in the community. M.C.O.E. is working with advertising agency Venables

1 Bell & Partners and a designer for a campaign based on social issues facing families in Marin,
2 based on focus group data. As a token of appreciation, Burke distributed Schools Rule shopping
bags and invitations to the October 15 distribution event at M.C.O.E.

3 **DIRECTOR'S REPORT:**

4 **2015 MARIN COUNTY FAIR:**

Director reviewed the following:

- 5 • Full report on the 2015 budget will be presented at the December meeting; Data indicates
6 an approximate \$40K profit; State funding will be reinstated at the IV+ level.
- 7 • Waste Diversion remains at an impressive 94%; Revolutionary Green's Report included.
- 8 • ADA Report from Bill Campagna, Disability Access Manager/DPW.
- 9 • Fair Manager distributed the Fair Exhibits Report highlighting a record year in Exhibits
10 Department success; WFA has again invited Barboni to speak at the annual conference in
January 3-6, 2016; Barboni expressed thanks to Commissioners who sponsored various
exhibits; Several Commissioners shared that they have received eloquent thank you notes
over the years, and suggested that the notes could be used a marketing tool.

11 **2016 MARIN COUNTY FAIR:**

Director presented a list of 75th Anniversary Fair theme ideas, and each Commissioner selected
their top three picks, resulting in these finalists:

- 12 • Beyond Extraordinary – Celebrating 75 Years!
- 13 • 75 Years of Looking Forward!
- 14 • Marin County Fair – It's Always Amazing!
- 15 • Marin County Fair – Yesterday, Today & Tomorrow!

Staff will meet with Mez Design next week to discuss visuals.

16 **MARIN CENTER PRESENTS:**

- 17 • Director presented Facility Fee Proposal, bringing a potential \$250K in annual revenue
18 for Deferred Maintenance projects; Bartolini moved, Bush seconded, and by unanimous
19 decision, the motion passed; the proposal will go to the Board of Supervisors for approval
on October 13.
- 20 • The first weekend in October opens the MCP season with Joey Alexander on Friday,
October 2, Waterfront Pops on Saturday, October 3 and Soul Street Dance on Sunday,
October 4.
- 21 • Barboni thanked Lou and Marge Bartolini for sponsoring the Full Bloom in Watercolor
exhibit in the Showcase Theater Foyer.
- 22 • A photography exhibit featuring local artists will open in the Exhibit Hall Gallery in
October.
- 23 • Marketing Manager, Libby Garrison gave an update on marketing initiatives and
presented a 2015-16 Partnership Program packet.
- 24 • Facebook Fans have doubled in the six months since she has been in the position.
- 25 • Facebook posts about Frank Lloyd Wright have the highest tracking.
- Director Calicchio was prominently featured in an MCP write-up in the SF Chronicle.
- Sponsorship and fundraising efforts for the Fair and MCP are beginning.

1 **CULTURAL TREASURES AWARD:**

2 Criteria and potential candidates were distributed. The nominating committee, consisting of
3 Commissioners Boro, Rose and Bush will meet prior to the October Commission meeting to
4 make a nomination for the Commission to consider.

5 **UNESCO WORLD HERITAGE SITE NOMINATION:**

6 Commissioner Rose gave a report on the September 15-16 visit from the UNESCO investigative
7 committee. The Frank Lloyd Wright Conservancy held a reception and two dinner events during
8 their time here. The decision to determine the Civic Center's formal nomination will be
9 announced sometime in February 2016. Garrison attended the visiting team's workshop and
10 successfully fielded questions regarding the department's Visitor Plan.

11 **OTHER:**

- 12 • Director introduced Elisa Seppa, who will take minutes at the October meeting.
- 13 • Pollak inquired about County assistance to Valley Fire victims; Twin Oaks Casino is now
14 sheltering those in need.

15 **ADJOURN:**

16 Johnson moved that the meeting be adjourned; Pollak seconded, the meeting was adjourned at
17 3:23 p.m.

18 **The next Commission meeting will take place on October 28, in the Friends of Marin
19 Center conference room, starting at 1:30 p.m.**

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21 Al Boro, Chair

22 _____
23 Gabriella C. Calicchio, Director