

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, April 26, 2017

## ROLE CALL

**PRESENT:** Chair Al Boro, Commissioners Marge Bartolini, Nicole Klock, Lauren Howard, Madeline Nieto Hope and Ann Dickson. Director Gabriella C. Calicchio, Deputy Director Marion Boyd, Fair Manager Charlie Barboni, Marketing Manager Libby Garrison and Administrative Assistant Janet Boddington

**ABSENT:** Sean House, Helen Willms, Scott Rowitz

### • **CALL TO ORDER:**

The Cultural Services Commissioners convened at the Marin Center at 1:37 pm.

### • **REVIEW AGENDA:**

The agenda for April 26, 2017 was approved.

AYES: ALL

### • **APPROVAL OF MINUTES:**

The minutes of the March 22, 2017 Commission Meeting were approved with no additions and a date correction.

AYES: ALL

### • **PUBLIC COMMENT:**

There was no public comment as no public was present.

### • **2017 SLATE OF OFFICERS:**

The Nominating Committee recommended the 2017 Slate of Officers. Howard moved; Dickson seconded, and the motion passed unanimously.

- Chair - Marge Bartolini
- Vice Chair – Al Boro
- Second Vice Chair – Nicole Klock

### • **NEW MEETING TIME:**

Commissioner Howard moved that the Commission meetings be held the 4th Wednesday at 9:30 am. Commissioner Bartolini seconded and the motion passed unanimously.

### • **SPONSORSHIP UPDATE:**

- Director reported Fair sponsorships are \$13k behind the budgeted \$150K, reflecting a recent downturn in the economy, as discussed in the BOS Budget Hearings. BioMarin has come in as new sponsor at \$2,500, and American Ag Credit and others have increased their sponsorship. Commissioners Dickson and Klock requested Sponsorship Packets.

### • **FAIR UPDATE:**

- The Shuttle Program will run again in 2017, in a final effort to launch, charging \$2/RT from Marin Commons.
- Fair Manager reported a positive response to the Fair Theme and exhibit entries.

- There will be an exhibit on the Fantasy Fair and Magic Mountain Music festival featuring original iconic posters from that era.
- The Marin History Museum will participate in the exhibit with a case filled with 60's memorabilia.
- Deputy Director Boyd reported sales of 82 Global Marketplace booths to date.
- Commissioner Hope inquired about the Social Hosts ordinance; Director Calicchio explained the Healthy Initiatives Program and alcohol policies. Discussion followed.

• **MARKETING UPDATE:**

- Marketing Manager Garrison reported that 2,000 discounted online Fair tickets have sold. The first 5,000 tickets sold will not only be discounted but will not have a service fee.
- The newly launched FLW Tour app was featured on Sunday's front page in the Marin IJ.
- The ad campaign includes bus backs, the website and countdown page, radio, television, a large billboard at Fillmore and Lombard, secured at low cost, the Marin Magazine, featuring interviews with Rebecca Foust, Bill Champlin and Grant Colfax.
- 100,000 postcards will be mailed out to Bay Area residents.
- Edible Marin interviewed Fair Manager Barboni.
- Director Calicchio has interviews scheduled with KRON-4; Marin Magazine; and Art and Culture Online.
- The highway reader board has broken beyond repair and must be replaced. The replacement will be an improvement with better resolution and graphics; however it cannot be delivered and installed prior to the Fair.

• **OTHER ITEMS OF DISCUSSION:**

- The Strategic Planning Retreat will be held April 28 at Piatti Restaurant in Mill Valley.
- Neil Berg's 50 Years of Rock and Roll is Sunday, April 30 at 3 pm, featuring music from 1930's – 1980's.
- The I.J. Lobby Lounge will be in the Showcase Theater on May 18.
- Capitol Fair Day in Sacramento is May 9.

• **IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:**

- Fair Schedule for Commissioners' Activities
- Schools Rule Gala, June 28
- Artists' and Sponsors' Reception, June 29
- Meet & Greets, Passes, VIP Seating, Parking and Badges

• **ADJOURN:**

The meeting was adjourned at 2:59 pm.

**The next Commission meeting will take place on Wednesday, May 24, 2017 in the Friends of Marin Center Conference Room, starting at 9:30 am.**

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Al Boro, Chair

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Gabriella C. Calicchio, Director