

1 **MARIN COUNTY CULTURAL SERVICES COMMISSION**

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

3 **Minutes of Meeting of Wednesday, January 25, 2017**

4 **COMMISSIONERS PRESENT:**

5 Helen Willms, Second Vice Chair
6 Marge Bartolini
7 Lynn Bornstein
8 Col. Bill Cope
9 Nicole Klock
10 Annette Rose
11 Scott Rowitz

12 **STAFF PRESENT:**

13 Gabriella C. Calicchio, Director
14 Marion Boyd, Deputy Director
15 Charlie Barboni, Fair Manager
16 Libby Garrison, Marketing Manager
17 Jennie Brick, Administrative Services Associate
18 Elisa Seppa, Administrative Assistant

19 **CALL TO ORDER:**

20 Second Vice Chair Willms called the meeting to order at 1:35 pm.

21 **REVIEW AGENDA:**

22 Vice Chair Willms asked if there were any changes to the agenda. Director Calicchio stated there would be two additions; Commissioners who attended the 2017 WFA Conference would report on their Conference experiences; and Fair Manager Charlie Barboni would share a short version of the workshop he presented during the WFA Conference about developing, marketing and displaying competitive exhibits. Cope moved, Bartolini seconded, and the agenda for January 25, 2017 was approved.

23 **APPROVAL OF MINUTES:**

24 Bartolini moved, Cope seconded and the minutes of the November 16, 2016 meeting were approved.

25 **PUBLIC COMMENT:**

There were no public comments as no public was present.

Director Calicchio introduced accounting department member Jennie Brick who managed the preparation of the 2017 Fair budget.

ANNOUNCEMENT:

- Commissioner Bornstein announced she will be retiring from the Commission after 12 years of service. Bornstein stated she will keep active in the district and with the Fair, but would like to offer someone younger in the community the opportunity to serve on the Commission. Commissioner Bush stated she would be leaving her seat on the Commission as she missed the deadline to submit her application to reapply for the position. Bush added she was not

1 ready to leave, and still plans on contributing and volunteering where she can. Commissioner
2 Rose announced she will be stepping down from her seat on the Commission. Rose advised
3 she will continue her assistance as a subcommittee member for the Cultural Treasure of
4 Marin Award, if desired. All three Commissioners indicated that the change in
5 representatives would be beneficial to the Commission.

- 6 • Director Calicchio stated 7 of the 10 seats of the Cultural Services Commission are up for
7 appointment. The three Supervisors (Kate Sears, Katie Rice, Dennis Rodoni) that had
8 District appointed openings have made their choices for Commissioners representing their
9 districts. There are 3 at large openings which 7 people have applied. Of the 7, 3 are
10 incumbents (Commissioners Rowitz, Willms and Pollak) and 4 applicants are from the
11 outside sector. In addition to Commissioner Cope, there is one other applicant for the
12 veterans' seat. Director Calicchio reported that all candidates are incredibly qualified, and
13 some possess intense art backgrounds, which is the expanded focus of the Commission.
- 14 • Director noted there is a possibility the name of the Commission may be transitioned from
15 the Cultural Services Commission into the Cultural Arts Commission. A number of people
16 applied then withdrew due to mistakenly interpreting that the main focus of the Commission
17 was cultural diversity. After a lengthy discussion it was decided to send the Board of
18 Supervisors a letter of recommendation to rename the Commission.
- 19 • A new Fair Advisory may be formed to focus on Fair planning. Members stepping down
20 from the Commission expressed interest in participating. The group will be led by Fair
21 Manager, Charlie Barboni and Director Calicchio. The Fair would still be a discussion topic
22 at the regular Commission meetings.
- 23 • Director Calicchio is hopeful that the Commissioners will become actively involved in the art
24 and culture of their districts, ideally as liaisons from the County to the artists and arts leader
25 and their organizations. These relationships will serve two purposes, one is to invite the
artists or arts leaders to the Commission meetings to talk about their experiences in Marin
and the other is to insure a completely inclusive art & culture planning process for the
Countywide Art and Culture Plan.
- The Board of Supervisors will be hosting interviews of the at large positions on March 7th.
- Director Calicchio reported Chair Boro had surgery at the end of November and his recovery
has been longer than anticipated. He will likely be back by March.

18 **DIRECTOR'S REPORT:**

19 **2017 FAIR BUDGET:**

- 20 • Director Calicchio identified there is a new process in effect from how budgets have been
21 developed in the past. The 2016 Proposed Actual is just estimates as the county changed to a
22 new accounting system (SAP to Tyler's Munis) in the middle of the Fair. The accounting
23 department has been itemizing and making in-depth projections with budget managers so
24 there will be a more expanded explanation for the 2017 budget.
- 25 • Director Calicchio explained that this will provide for a more transparent process, having
budget managers be accountable for their individual budgets they develop. This method
provides more realistic revenue projections.
- The 2017 budget decreases revenue \$76,000 and increases expenses \$3,200 projected surplus
of \$70+ before depreciation. Budgeting 97% of attendance from 2016 (conservative). Gate
pricing remaining same. Big item on expense side - Increase in benefits paying back to

1 county for our regular hire staff (avg. \$46,000 / yr.) actual cost of benefits approximately \$160,000, trying to increase +\$25,000 more / year.

- 2 • Fair bank - have been paying West America \$12,500 to run the bank at the Fair (full service, change, full revenue deposited by food vendors etc). Research showed most Fairs run their
3 own bank, no food deposited, no change issued. Food vendors will be required to deposit
4 their average commission to us over the last 5 years during the first 3 days. Auditors still
5 auditing daily / reconcile at the end. Risk free at this point, win-win. Bank will be located in
6 the new MCA offices in the Exhibit Hall building. Accounting department and Box office
7 manager will be running the bank, working with Cal Expo to create the system they utilize.
8 At least \$5,000 savings by doing this.
- 9 • Rose & Bornstein questioned bathroom access / impact. Calicchio stated ideally this will
10 alleviate the issue of two lines from the bathroom, still accessible from outside and this will
11 be the pilot year so will be trial year and adjust for issues / finding better or more secure for
12 following year. Security is the main focus.
- 13 • Rowitz feels it is a good plan, will help with input as he worked with food / bev management
14 in a festival checks & balances.
- 15 • Sponsorships increased by \$131,000 from 2014. Projecting \$150,000 for 2017 as some of
16 the 2016 sponsors were one time related to the pilot shuttle program. Hiring a MCA/non-
17 profit employee, and part of their work pre Fair will be getting low hanging fruit
18 sponsorships so hopefully can make up for this.
- 19 • Parking / Shuttle Parking projected flat from 2016. Change for shuttle – parking will be free
20 and \$2 per person to ride shuttle round trip. Streamline the process and decrease cost of
21 staffing.
- 22 • Expenditures – Entertainment increase \$15,000 due to big headliner and three additional
23 afternoon performers.

24 Director Calicchio asked the Commission if there was recommendation to bring this budget
25 to the Board of Supervisors for approval. All approved.

26 WFA CONVENTION:

27 Bartolini reported the Convention was very interesting, many of the workshops and talks
28 related to marijuana legalization, discussions and effects on the Fair industry. State, BOS,
29 then Fair will be an issue upcoming. Rose first year attended the Convention. First major
30 change in the public policy of the Fair industry in 100 years. The evolution of the effects of
31 the marijuana legalization, synopsis overall from sessions she attended were relating to
32 legality of rental of the facilities with legalization.

33 WFA AWARDS:

- 34 • Fair manager Charlie Barboni reported the Marin County Fair won 38 Awards from the WFA
35 this year including two feature awards in Agriculture Programming and Innovative
36 Marketing.
- 37 • Barboni was appointed chairman for the WFA Achievement Awards Committee for the next
38 two years.
- 39 • Marin County Fair was in the top five contenders for the prestigious Merrell Award but did
40 not win this year. Great presentation by Director Calicchio and produced by the SchoolsRule
41 Foundation. All programs were fantastic.

- Barboni reported he is proud of how we deal with what we do with our budget even compared relatively to even the larger fairs with much larger budgets.
- Barboni presented a brief version of his power point presentation made during the WFA Convention. The presentation was very well attended during the conference, and well received. It included an overview of the Marin County Fair, including the grounds, acts that are involved, many different demos, contests, the agricultural

IDENTIFY AGENDA ITEMS FOR NEXT MEETING:

- Strategic Planning Meeting Focus Group with Miriam Abrams

OTHER:

- Marketing Manager Garrison announced the Shaolin Warriors show was upcoming and passed out information.
- Garrison mentioned the next art exhibit *Animalia Musicale* will be opening in the Redwood Foyer on February 1.
- The new Frank Lloyd Wright App is going to be available in the next few months, and Garrison invited the Commission to be beta testers to give feedback before the App is made available to the public.

ADJOURN:

Bornstein moved that the meeting be adjourned; Cope seconded, the meeting was adjourned at 3:09 pm.

The next Commission meeting will take place on Wednesday, February 22, 2017 in the Friends of Marin Center Conference Room, starting at 1:30 pm.

Helen Willms, Second Vice Chair

Gabiella C. Calicchio, Director