

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, July 26, 2017

## ROLE CALL

**PRESENT:** Chair Marge Bartolini, Commissioners Al Boro, Ann Dickson, Lauren Howard, Nicole Klock, Donna Seager Liberatore and Helen Willms, Director Gabriella C. Calicchio, Fair Manager Charlie Barboni and Administrative Assistant Janet Boddington

**ABSENT:** Commissioners Madeline Nieto Hope, Scott Rowitz and Sean House; Staff Members Marion Boyd and Libby Garrison

## CALL TO ORDER:

The Cultural Services Commissioners convened at the Marin Center at 9:35 am.

## REVIEW AGENDA:

The agenda for July 26, 2017 was approved.

AYES: ALL

## APPROVAL OF MINUTES:

The minutes of the May 24, 2017 Commission Meeting were approved.

AYES: ALL

## PUBLIC COMMENT:

Public Member George Pegelow stated his interest in seeing more musical programming in the VMA; inquired as to vacancies on the Commission.

## DIRECTORS REPORT

### SF SOLO SERIES:

Through a partnership with Brian Copeland, Marin Cultural Association will produce the Best of SF Solo series in the Showcase Theatre:

- **Marga Gomez: Latin Standards**, October 8, 2017
- **Brian Copeland: The Jewelry Box**, December 17, 2017
- **Don Reed: E14th Street**, January 28, 2018
- **Will Durst: Boomeraging**, February 11, 2018
- **Brian Copeland: Not A Genuine Black Man**, March 4, 2018
- **Josh Kornbluth: Love & Taxes**, April 15, 2018

## FAIR REPORTS:

Director reported on a very successful Fair and reviewed Economic Indicators:

- Increased revenue and attendance
  - ✓ Approximately 26,000 fairgoers on July 3, and 30,000 on July 4
  - ✓ UB40 most popular headliner; Island shutdown with maximum capacity
  - ✓ Director discussed capacity and crowd management with Sheriff's Dept.
- Parking revenues increased and Shuttle use doubled from 2016
- SMART ran one train on three days of the Fair, delivering 500 passengers per day
- Food & Beverage Sale increased by \$200,000

1 ✓ Ross Valley Players failed Responsible Beverage Service compliance on July 4  
and will not participate in the 2018 Fair.

- 2 • Fine Art sales combined with the Green Room Gallery sales exceeded \$54,000.
- 3 • Sponsorship budget was \$150,000, and \$152,443 was reached.
- 4 • In-kind sponsorships fluctuate from year to year, as donors' gift amount estimates  
change.
- 5 • The weather and headliners are strong indicators for success as is the day in which the 4<sup>th</sup>  
of July falls
- 6 • The Fine Arts, Crafts & Photography juried show and the Exhibit on the Summer of Love  
theme were fantastic and rivaled some of the best exhibits in Bay Area Museums.
- 7 • Marin Cultural Association's Wine and Beer Garden's net profits are kept in a restricted  
Fair Fund in the MCA budget. These funds can only be used to support the Fair.

8 **COMMISSIONERS OBSERVATIONS:**

- 9 • Commissioner Seager Liberatore enjoyed the sheep herding, bonsai and cake decorating.
- 10 • Commissioner Dickson commented on the Fair Team and Department Staff, as well as  
Security staff.
- 11 • Commissioner Howard made comments and suggestions for the Poetry Area.
- 12 • Commissioner Boro suggested that everyone come five days prior to the fair next year to  
see the colorful and creative transformation that takes place in the Exhibit Hall and on the  
fairgrounds.
- 13 • Commissioner Willms commended the ease of process with dropping off and picking up  
fair entries.
- 14 • Commissioner Dickson suggested a traffic director on Civic Center Drive as the fair  
closes each night, a phone charging station and a method for filling seats on the raised  
platform in the Pavilion.

15 **OTHER:**

- 16 • The Holiday Art Show in the Green Room Gallery will be held for eight days this year.
- 17 • Local Photographer Gail Pierce currently has featured iPhonography works exhibited in  
Friends of Marin Center room; Artist Reception to be held next week.
- 18 • The Bartolini Gallery will showcase an exhibit celebrating the 200<sup>th</sup> anniversary of the  
San Rafael Mission opening on September 7.
- 19 • Director distributed the Board and Commission Code of Ethics; discussion followed.
- 20 • Chair Bartolini expressed thanks to staff, Commissioners and volunteers in a written  
document (attached).
- 21 • Commissioners expressed interest in working the front desks next year to greet visitors  
during the Fair.
- 22 • Strategic Plan Meeting – 8/11/2017
- 23 • County wide Art and Culture Plan – 8/24/2017
- 24 • Arts in Parks – Email reminder will be sent; Round-about centerpiece discussion.
- 25 • Director was positively featured in the Best of Marin issue of Marin Magazine. The  
publicity will be useful for raising funds for MCA.
- Founders Circle contribution was again explained and participation was encouraged  
amongst Commissioners.

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**IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:**

- SchoolsRule Gala Report – Mary Jane Burke and Ken Lippi
- Fair Reports
  - Marion Boyd – Global Marketplace
  - Charlie Barboni – Exhibits & Fine Arts
  - Libby Garrison – Marketing
- 2018 Fair Theme

**ADJOURN:**

The meeting was adjourned at 10:56 am.

**The next Commission meeting will take place on Wednesday, September 27, 2017 in the Friends of Marin Center Conference Room, starting at 9:30 am.**

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Marge Bartolini, Chair

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Gabriella C. Calicchio, Director