

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, March 22, 2017

## ROLE CALL

**PRESENT:** Chair Al Boro, Commissioners Marge Bartolini, Nicole Klock, Scott Rowitz, Lauren Howard, Donna Seager Liberatore, Madeline Nieto Hope, Helen Willms Sean House 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:** None

### • **CALL TO ORDER:**

The Cultural Services Commissioners convened at the Marin Center at 1:36 pm.

### • **REVIEW AGENDA:**

The agenda for March 22, 2017 was approved with the addition of a discussion item regarding Commission meeting times.

AYES: ALL

### • **APPROVAL OF MINUTES:**

The minutes of the February 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.

### • **INTRODUCTION OF NEW MEMBERS:**

- All Commissioners and staff introduced themselves and stated their backgrounds.

### • **SPONSORSHIP UPDATE:**

- Director reported Fair sponsorships are currently at \$113,500, with a potential of reaching \$190,000.

### • **FAIR UPDATE:**

- The fair budget was voted on by the Commission in January, and approved by the Board of Supervisors on March 21.
- Fair Manager reported that 4000 Exhibitor Guides have been printed and are being distributed to the community.
- The Fair Exhibits has 275 sponsors to date.

### • **MARKETING UPDATE:**

- Marketing Manager reported on the 2017 Fair Headliners and afternoon entertainers.
- Incentives for online ticket sales include significant reductions in the price of tickets for the first 5,000 ticket buyers.

- Ad campaign includes a comprehensive media campaign encompassing print, online, social media, broadcast and out of home.
- The UNESCO World Heritage Site nomination has been deferred for reconsideration until 2018.

- **STRATEGIC OVERVIEW:**

- Director Calicchio reported the Department’s vision for the future is being developed through the strategic planning process and the steering committee.
- Consultant Miriam Abrams has conducted 14 community wide interviews, and 6 focus groups, and will present report to Director and share with the Steering Committee on March 23.
- Director announced an all-day strategic planning retreat on April 28<sup>th</sup> and encouraged all Commissioners to attend.

- **OTHER ITEMS OF DISCUSSION:**

- Chair Boro appointed Commissioners Willms and Rowitz as the Nominating Committee to present the 2017 Slate of Officers.
- Poet Laureate Committee – Rebecca Foust has been selected as 2017 Marin Poet Laureate. The Poet Laureate committee is looking for a representative from the Cultural Services committee to join their group.
- Cultural Services and Parks and Open space are collaborating on an Art in the Parks initiative. We are looking for two Commissioners to sit on this committee.
- Exhibitions Advisory Committee is looking for two Commissioners to join the committee. They meet quarterly.
- Reminder that the commissioners need to fulfill the Ethics Requirement and review the Brown Act
- Proposal that the Commission meeting time change to 9:00am –11:00am on the fourth Wednesday of the month. The Commission will vote on this proposal at the April 26 commission meeting.

- **ADJOURN:**

The meeting was adjourned at 3:15 pm.

**The next Commission meeting will take place on Wednesday, April 26, 2017 in the Friends of Marin Center Conference Room, starting at 1:30 pm.**

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Al Boro, Chair

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Gabiella C. Calicchio, Director