

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, May 24, 2017

## ROLE CALL

**PRESENT:** Chair Marge Bartolini, Commissioners Al Boro, Ann Dickson, Sean House, Lauren Howard, Nicole Klock, Donna Seager Liberatore, Scott Rowitz and Helen Willms, Director Gabriella C. Calicchio, Deputy Director Marion Boyd, Fair Manager Charlie Barboni, Marketing Manager Libby Garrison and Administrative Assistant Janet Boddington

**ABSENT:** Madeline Nieto Hope

### • **CALL TO ORDER:**

The Cultural Services Commissioners convened at the Marin Center at 9:33 am.

### • **REVIEW AGENDA:**

The agenda for May 24, 2017 was approved.

AYES: ALL

### • **APPROVAL OF MINUTES:**

The minutes of the April 26, 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.

## DIRECTORS REPORT

### • **FAIR UPDATE:**

- Fair Manager Barboni reported a very positive response to theme and entries.
- Deadline for entries has been extended.
- Sponsorship monies for exhibit awardees are due.
- The Blue Ribbon recipients this year are: Stephanie Seppa; and Tony and Lenore Ryan.
- Special Exhibit is curated by Tierney Hamilton and will showcase the Fantasy Fair and Magic Music Festival featuring abstract, psychedelic art and posters from the 1960's and 70's.
- Deputy Director Boyd reported sales of 95 Global Marketplace booths, which is behind from last year by 10 booth spaces; however, some of the rented spaces are at a higher rental value.
- The Commissioner Tour schedule was distributed and discussed.
- The annual Staff Appreciation Luncheon will be on July 10 at 12 noon. Commissioners and all Fair staff are invited.

1 • **MARKETING UPDATE:**

- 2 • Marketing Manager Garrison gave a Power Point presentation on the Fair marketing  
3 strategy, including:  
4     ○ Print  
5     ○ Out-of-Home  
6     ○ Online Ads  
7     ○ Email Blasts  
8     ○ Social Media  
9     ○ TV  
10     ○ Radio
- 11 • Garrison presented the Fair postcard featuring psychedelic art with the headliners list.  
12 • The Artists/Sponsor reception is June 29, 6pm–8pm, in the Redwood Foyer and will be  
13 catered by Bogies.  
14 • The Green Room Gallery and the Giant Ferris Wheel will be open for the reception.  
15 • The Commissioner’s Room will be behind the Green Room Gallery in the Green Room;  
16 Administrative Assistant Boddington will have keys and badges available June 15.  
17 • Marin County Poet Laureate Rebecca Foust will be present at the Poet Tree, sponsored  
18 by the Marin County Free Library.  
19 • There will be an Art in the Parks meeting June 9, to launch the Art in the Parks  
20 partnership between Parks and Cultural Services. The Civic Center Drive Roundabout  
21 centerpiece will be discussed.  
22 • The MCA Wine and Beer Garden will expand its footprint in 2017.  
23 • Responsible Beverage Service (RBS) training was explained, and Commissioners were  
24 encouraged to certify.  
25 • Fifty kegs of beer and one hundred cases of wine have been donated to MCA for the  
Wine and Beer Garden.  
• Director Calicchio was interviewed by Marin Magazine for their August issue.  
• Frank Lloyd Wright’s 150<sup>th</sup> birthday will be celebrated with \$1.50 docent led tours to the  
public on June 8th.  
• Marin County Free Library will have the FLW Berger doghouse on display, June 8 –  
September 8.  
• The annual Chronicle/Style & Fashion issue will be photographed in the Civic Center on  
August 12th.

19 • **STRATEGIC PLANNING:**

- 20 • The Hewlett Foundation has invited the Marin Cultural Association to apply for a \$50k  
21 grant to support the development of the Countywide Art & Culture plan.  
22 • The Strategic Planning Retreat was held May 28, and was considered successful by all.  
23 • Commissioners Bartolini and Rowitz are on the Strategic Planning Steering committee  
24 The Board of Supervisors and County Administrator have shown support of the recent  
25 Marin IJ coverage, featuring Marin Center improvements; the required seismic study will  
cost over \$100k, and will be funded out of the \$1M budgeted with DPW.  
• Commissioner Boro urged locating the seismic study performed after the Loma Prieta  
earthquake.

- The MOU between the County and the Agricultural Institute of Marin (Farmer’s Market) has been approved by the Board of Supervisors.

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

- Fair Reports

- **ADJOURN:**

The meeting was adjourned at 11:09 am.

**The next Commission meeting will take place on Wednesday, July 26, 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