

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, September 27, 2017

ROLE CALL

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

ABSENT: Commissioner Sean House

CALL TO ORDER:

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

REVIEW AGENDA:

The agenda for September 27, 2017 was approved with the removal of agenda item - Wine & Beer Garden, and the addition of agenda items - Cultural Treasure and Development Committees.

AYES: ALL

APPROVAL OF MINUTES:

The minutes of the July 26, 2017 Commission Meeting were approved.

AYES: ALL

PUBLIC COMMENT:

There was no public comment as no public was present.

SCHOOLSRULE GALA REPORT:

- Marin County Superintendent of Schools Mary Jane Burke spoke about development of SchoolsRule – which has grown to include 36,088 students (grades TK – H22) in Marin County this year – and how the program has become a signature event for all members of the Marin County community to connect. Last year SchoolsRule was their number one fundraiser, with over \$450,000 donated. Burke stated their appreciation for the commission and those who helped form the collaboration between SchoolsRule and the Marin Center.
- President of SchoolsRule Trisha Garlock explained that the SchoolsRule program was founded with the support of the Kiddo Parents Group and the Marin IJ, from which all schools and districts in Marin County were brought together.
- The money donated from SchoolsRule amounts to over 30% of the entire annual budget for 22 schools. Due to the generosity of the community and the Marin Cultural Commission, \$200,000 was distributed in the first year of the SchoolsRule program, and has increased each year to \$750,000 in 2017 (\$400,000 from SchoolsRule Fundraiser, and additional donations year-round.
- California is ranked as one of the lowest states for school funding.
- The SchoolsRule Foundation’s focuses are – arts, technology, literacy, and health.
- Funds are distributed on a per student basis so full inclusion is attained.

DIRECTORS REPORT

FAIR REPORTS:

- Deputy Director Marion Boyd reported on the Global Marketplace –
 - Budget for the 2017 Fair Global Marketplace was \$149,000, and actual was \$158,000.
 - The result of increasing the pricing for Sponsorship Row – with larger companies desiring more prominent advertising space who were willing to pay more – helped boost booth rentals after a slow start.
 - Discussion on maximizing the Global Marketplace space for the future to be held prior to the 2018 Fair – focus being on the importance of maintaining the ‘Fair’ element, while addressing the potential for improvement.
 - Director Calicchio reported that more sponsors desired exposure as opposed to making sponsorship payments for the 2017 Fair, and as such the money went into the Global Marketplace budget as opposed to the Sponsorship budget. The plan for 2018 will be to pursue more upper level sponsors.
- Fair Manager Charlie Barboni reported on the Exhibits & Fine Arts –
 - Approximately 7,490 exhibitors participated in the 2017 Fair.
 - Sponsorships, entries, and art entries all increased from 2016.
 - The theme was very well received, as well as the original theme related contests.
 - Agriculture exhibits and programming was heavily utilized by guests.
 - The expansion of the gardens exhibit to include a small plant store was well received.
 - Sales from art exhibits as well as the Green Room Gallery were very successful.
- Marketing Manager Libby Garrison reported on Fair marketing –
 - All avenues of advertising for the 2017 Fair were well utilized (print, email, bus signage, etc).
 - New billboards and street pole banners were implemented.
 - A partnership is underway with a local company to upcycle the old banners into messenger bags, etc. The Marin Cultural Association will receive 5% from sales.
 - Analytics of the Fair website were up overall, as well as the usage of social media.
 - The Marin Cultural Association Beer & Wine Garden was very successful, and up in sales from 2016.
 - Staff t-shirts were a huge hit, appreciated by patrons and staff alike.
 - Plans to improve the mobile website for next year are in place.
 - Plans to reduce print marketing and increase digital marketing for 2018.

2018 FAIR THEME:

- 2018 Fair Budget to be prepared by late December.
- The theme for the 2018 Fair began with a focus on the World Cup soccer, and developed into an emphasis on community in Marin, celebrating cultures, and inclusivity. The theme title to be – ‘All for One, Fun for All!’
- Plans to include an international stage, as well as further culturally diverse exhibitions.

COMMITTEE REPORTS

ART IN THE PARKS:

- Commissioner Willms, Bartolini, Nieto-Hope and Staff met with the Marin County Parks Department to discuss potentials for art displays within the city.

- 1 • Ideas for the center of the roundabout at Marin Center were discussed. There is a plan to
2 inventory all of the public art in Marin County as part of the Countywide Art and Culture
Plan.

3 **COUNTYWIDE ART & CULTURE PLAN:**

- 4 • The Countywide Art & Culture plan has been launched, a proposal for \$50,000 to fund the
5 planning process will go to the Hewlett Foundation at the end of September. Ideally a
6 consultant team will be hired, and the research will begin in January 2018.

7 **CULTURAL TREASURE:**

- 8 • Commissioners Willms, Howard, Seager Liberatore, and Dickson on committee to choose
9 nominee for Cultural Treasure award. Persons nominated must include those who work
10 with or provide a service to the Marin Center or Marin County Fair, local artists, patrons
11 providing positive exposure or philanthropy within the community.
12 • Plans to discuss improvement or adjustments of the criteria are currently in place.

13 **STRATEGIC PLAN:**

- 14 • The strategic plan is on hold until January 2018, following the conclusion of the seismic
15 assessment of the Marin Center.

16 **EXHIBITIONS ADVISORY COMMITTEE:**

- 17 • The Exhibitions Advisory Committee has not met yet but a meeting will be scheduled for
18 October / November.

19 **POET LAUREATE:**

- 20 • Director Calicchio and Commissioner Howard will debrief with the Poet Laureate
21 Committee on what worked well and what could be improved upon for the Poet Laureate
22 participation at the Fair.
23 • Plans to improve presentations, create interactive contests, collaborate with the Library
24 and schools in promotion and integrations of participants prior to the Fair, research
25 possibility of poem of the month in the IJ Newspaper and creating a book.

COMMISSIONERS OBSERVATIONS:

- Commissioner Willms encouraged all to attend the SchoolsRule event.
• Commissioner Rowitz posed questions regarding the distribution of SchoolsRule funds.
• Commissioner Dickson noted the greatly beneficial impacts of the SchoolsRule program.
• Commissioner Boro remarked on the great collaboration of SchoolsRule and the Marin
Cultural Commission, and that the collaboration would continue for the foreseeable future.
• Commissioner Rowitz suggested the numbers from the Global Marketplace be analyzed to
determine booth spaces available vs sponsorship driven rentals.
• Commissioner Boro inquired if CDFG grant money for new electricians on the Fairgrounds
would be finished by the 2018 Fair. Deputy Director Boyd stated it would be completed,
with readjustments as necessary.

OTHER:

- Administrative Assistant Janet Boddington has resigned.
• Initiatives for year-round fundraising through MCA are being implemented, including
forming a committee to research sponsorship opportunities.

- Wealth screening software was purchased by MCA. The software will be used on our database to help identify and cultivate ticket buyers who have both the capacity and propensity to give to the arts.
- \$40,000 goal for the Founder’s Circle deadline of October 31, is currently at \$32,000.
- Flyers promoting the Marin County Civic Center docent tours and directives to download the newly implemented app have been developed and widely distributed.
- Marketing Manager Garrison is working on developing a core curriculum based education program activity for 3 – 5 graders for the Marin County Civic Center tours.
- Marin County Visitor’s Bureau donated \$10,000 for a drone video to promote and market the Frank Lloyd Wright Civic Center building.
- The Marin Center Art Galleries are operating year-round, and have been very well received.

IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:

- 2018 Fair Theme & Creative
- 2017 Numbers (if finalized)
- Committee Reports
- Cultural Treasure

ADJOURN:

The meeting was adjourned at 11:21 am.

The next Commission meeting will take place on Wednesday, October 25, 2017 in the Green Room at the Marin Veterans’ Memorial Auditorium, beginning at 9:30 am.

Marge Bartolini, Chair

Gabriella C. Calicchio, Director