

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, April 25, 2018

ROLE CALL

PRESENT: Chair Nicole Klock, Commissioners Marge Bartolini, Al Boro, Lauren Howard, Helen Willms, Ann Dickson. Director Gabriella C. Calicchio, Deputy Director Marion Boyd, Fair Manager Charlie Barboni, Administrative Assistant Elisa Seppa, Marketing Manager Libby Garrison, Office Assistant Madeleine Serkissian

ABSENT: Commissioners Scott Rowitz, Donna Seager Liberatore, and Madeline Nieto Hope.

CALL TO ORDER:

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

REVIEW AGENDA:

2018 Marin County Fair, Poet Laureate, and Development Committee updates were added to the April 25, 2018 meeting agenda. The agenda was approved with no other additions or changes.

AYES: ALL

APPROVAL OF MINUTES:

The minutes of the March 28, 2018 Commission Meeting were approved.

AYES: ALL

PUBLIC COMMENT:

There was no public comment as no public was present.

CHAIR'S REPORT:

There was no chair report.

DIRECTORS REPORT

2018 MARIN COUNTY FAIR:

- Headlining entertainment is finalized, Eddie Money confirmed as fifth performer.
- \$142,000 in cash sponsorships has been raised to date.
- Some sponsors are shifting from monetary sponsorships to buying booth space at the fair, PG&E included.
- Nugget Market and Toyota have been approached for sponsorship opportunities but declined. Proposals will be made to Mezzetta Inc for sponsorship of the Blue Ribbon Stage.
- The Global Marketplace vendor booths have been selling very well with only 11 booths left. Booth sales are ahead of where they have been in previous years on this date.
- All County departments, including Parks, will be charged full booth fee as regular Fair vendors. Fire Department will not be at the fair due to staffing issues.
- The center space of the Garden Tent to be sold as booth space for garden related vendors.
- Fair waste diversion rates have dropped from 94% to 91% and may continue to drop due to changes in what can be recycled.

- 1 • This year, food utensils will be made from bamboo; possibility of eliminating straw usage will be addressed for 2019 Marin County Fair.
- 2 • Director Calicchio is working with SMART to extend train hours of operation during the Fair.
- 3 • Embassy Suites hotel has sold. Director Calicchio is working with the Marin Convention and Visitors Bureau (MCVB) on how to approach the new company regarding
- 4 sponsorship rooms during the Fair.
- 5 • Marin County Fair posters will be put up throughout Marin County starting mid-May. Social media surrounding the fair is strong and being well received.
- 6 • Early ticket sales have generated 1,532 tickets sold and hope to meet 5,000 goal by June 2018.
- 7 • TV/Radio advertisements for the fair are in the process of being created, and the magazine is to be finalized this week.
- 8 • The county leadership group at Dominican University partnered with affinity groups in the county to release a survey to the public with the goal of finding out why different
- 9 individuals attend the fair, and what about the fair attracts different groups and individuals. The hope was to receive 600 responses, and over 2,000 responses were
- 10 received within the first week. More will be reported on this at the next meeting.
- 11 • Film festival: Final judging beginning of next week. Over 1,100 films submitted. Approximately 30-40 films will be showcased at the Fair.
- 12 • Thanks to funding from MCA the Fair was able to purchase new exhibits software which will greatly improve the exhibits entry process, judging process, and provide advanced
- 13 post-fair reporting options.
- 14 • Green Room Gallery sales percentage to fair will increase to 22% from 20%.
- 15 • Three Twins stage is 90% booked, five Marin IJ Lobby Lounge groups confirmed to perform.
- 16 • Global Stage: Youth in Arts is putting together 20+ acts (3 performances per day for all 5 days). Performances will represent great cultural diversity supporting the Fair theme.
- 17 • The Fair has continued to increase digitizing the contracting process for vendors, contractors, and judges as much as possible – pursuing the eventual goal of county wide
- 18 acceptance of electronic signatures.
- 19 • There will be no Commissioners/VIP tent for the 2018 fair. A portion of the Green Room will be used again this year for the Commissioners, and other options will be explored for next year.

20 **MCA UPDATE / REPORT:**

21 Work on the five-year renovation plan for VMA is underway. A naming schedule will be created for the interior spaces of the theatre. There was a discussion held surrounding the crossover relationship between MCA and the Cultural Commission.

22 **COMMISSIONERS ROLES:**

23 The Commissioners roles are reported within the committee reports.

24 **CONTACTS FOR COMMITTEES:**

25 Donna Seager Liberatore is the Commission contact for the Exhibits Advisory committee. Helen Willms is the contact for the Art in the Parks committee. Lauren Howard is the contact for the Poet Laureate committee. Ann Dickson is the contact for the Development committee

1 and Marge Bartolini is the contact for the board of the Marin Cultural Association and the
2 Countywide Art and Culture Plan.

3 **COMMITTEE REPORTS**

4 **STRATEGIC PLAN AND COUNTYWIDE ART & CULTURE PLAN:**

5 The Countywide Art & Culture Planning process will begin next week.

6 **ART IN THE PARKS:**

7 Two projects are being planned for August-October. A six-month installation is planned for
8 next fall at Stafford Lake, called 'Nest'. It will be an interactive exhibit made from eucalyptus
9 trees. The art creation will be built on Children's Island over a ten-day period, and then moved
10 to Stafford Lake.

11 **EXHIBIT ADVISORY:**

12 The '80 over 80' exhibit is open, fall/spring exhibits will be announced when they are
13 finalized.

14 **POET LAUREATE:**

15 Rebecca Foust is in planning stages/programming for the 2018 Fair.

16 **DEVELOPMENT COMMITTEE:**

17 Plans for fundraising underway. There will be more to report next meeting.

18 **OTHER:**

- 19
- 20 • Cynthia Price from the box office has retired. It has been decided that her position will not be
21 replaced. The majority of ticket sales happen online. Staff believes that with the addition of
22 service fees to the in-person sales, even more people will purchase online.
 - 23 • Mother Lear opened April 24th, and will be performed again on May 8th. Approximately 30
24 people attended April 24 performance.

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

- 2018 Marin County Fair
- Cultural Treasure

ADJOURN:

The meeting was adjourned at 11:13 am.

**The next Commission meeting will take place on Wednesday, May 23, 2018 in the Friends
of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.**

Nicole Klock, Chair

Gabriella C. Calicchio, Director