	MARIN COUNTY CULTURAL SERVICES COMMISSION Marin Center, San Rafael, California Minutes of Meeting of Wednesday, August 8, 2018
Ī	ROLE CALL PRESENT: Chair Nicole Klock, Commissioners Marge Bartolini, Al Boro, Helen Willms, Ann Dickson, Donna Seager Liberatore, Scott Rowitz, Madeline Nieto Hope. Director Gabriella C. Calicchio, Deputy Director Marion Boyd, Fair Manager Charlie Barboni, Marketing Manager Libby Garrison, Administrative Assistant Elisa Seppa
	ABSENT: Commissioner Lauren Howard
	CALL TO ORDER The Cultural Services Commissioners convened at the Marin Center at 9:32 am. REVIEW AGENDA The agenda item of CA Fair Funding Program for General State Allocation and Training Allocation for CA FY 17/18 and CA FY 18/19 was added. The remainder of the agenda was approved. AYES: ALL
4	APPROVAL OF MINUTES The minutes of the May 23, 2018 Commission Meeting were approved. AYES: ALL
Ī	PUBLIC COMMENT There was no public comment as no public was present.
(<u>CHAIR'S REPORT</u> The Commission welcomed newly appointed Veterans' Representative Commissioner, Ernie Bergman. Chairperson Klock congratulated Director Calicchio, Fair Manager Charlie Barboni, and Staff for the success of the Fair.
<u>I</u>	 DIRECTORS REPORT 2018 MARIN COUNTY FAIR REPORT: Director read the resolution for the for General State Allocation and Training Allocation for CA FY 17/18 and CA FY 18/19. AYES: ALL Attendance for the 2018 Fair was down overall, possibly due to weather or date range of the Fair. July 4 was a banner day for attendance, breaking the single-day attendance record set in 1984. Ticket scanning helped to obtain a more accurate assessment and count of patrons and participants. Discussion on the importance of providing the best and most comfortable experience for fairgoers in conjunction with meeting desired numbers and budgets. Sponsorships were down due to Global Marketplace booth space becoming more of a draw for Community Partners than sponsorship roles. Some sponsors may be supporting the SchoolsRule foundation dinner instead of sponsoring the Fair.

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1 2	• Parking revenue was up overall with minimal complaints about the increase in prices. Better management of the parking lots and hiring parking attendants was very successful. All Fair workers (ushers, ticket takers, volunteers, many entertainers) were issued shuttle
	passes which alleviated some of the congestion in the back lots.
3	<u>EXHIBITS – CHARLIE BARBONI</u> :
4	• Fair Manager reported the Marin County Fair did well with attendance compared to other fairs, including CA State Fair – most fairs were down in attendance this year due to unknown factors.
5	 Exhibits programming was strong overall. The fine art / photography show was thought
6	to be one of the best in the Fair's history. Other fair's staff attended the Marin County Fair and were highly impressed overall with programming, cleanliness, operations, and
7	entertainment value.
/	• Art sales were up, with less items sold.
8	• Green Room Gallery included new and innovative artists. Push to increase traffic flow and exposure to the Gallery in the future.
9	• The Global Stage was very well received, high recognition and accolades from the Commission as well as the public.
10	 Plans to implement volunteer recognition for long-term Fair volunteers at future
_	Commission meetings.
11	MARKETING & PR – LIBBY GARRISON:
12	 Marketing for the Fair was multi-pronged to provide as much reach as possible. Prioritizing digital exposure over print is ongoing.
13	 The overall marketing approach was very successful, and included bus backs, daily newsprint, street pole banners in downtown San Rafael, and daily email blasts.
14	 Website improvements received great feedback. Updates in usability included translation
14	• website improvements received great rectoack. Opdates in usability included translation into 8 different languages. Development of the website focused on ease of access, as Fair website use is predominantly via mobile devices.
16	 A social media influencer and strategist was hired to help boost the Marin County Fair social media presence with the goal of staying relevant and up to date.
17	 TV and radio partnerships were somewhat impacted by the coverage of fires in the area. The KGO radio-live broadcast on July 2nd during the Fair was well received.
18	• Facebook, Instagram, and Twitter were up 3,431% of overall impressions.
19	<u>2019 FAIR THEME</u> : Director Calicchio requested Fair Manager Barboni decide the 2019 Fair theme as he will be retiring. Theme ideas being explored include agriculture & art, as well as integrating the 50 th
20	anniversary of the moon landing.
21	CULTURAL TREASURES.
22	 <u>CULTURAL TREASURES</u>: 2018 Cultural Treasure recipient Suzie Pollak will be honored at Windham Hill concert or
	December 21.
23	• Discussions underway on improving the process of welcoming and celebrating the
24	 Cultural Treasure recipients, as well as broadening the pool of potential recipients. Committee to distribute the updated criteria list at the next Commission meeting.
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COUNTYWIDE ART & CULTURE PLAN:

- The consultants for the Countywide Art and Culture plan, the Cultural Planning Group will meet with the Commission at the beginning of September to discuss art and culture in Marin County. Public launch of the plan is on September 6.
- A database is being compiled of all non-profits, art organizations, and artists in the area to be used for the Countywide Art & Culture planning.

ART IN THE PARKS:

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Marin Center has partnered with the Marin County Parks Department for the 'Spirit Nest' project –a human scale 'bird' nest to bring awareness of fire prevention in Marin County – which is underway on Children's Island. Artist Jason Fann was commissioned by the Parks department to build Spirit Nest from Eucalyptus harvested during fire fuel reduction on the Terra Linda/Sleepy Hollow Ridge. A meet & greet for the public is planned for August 16. After it's completion, the nest will be moved to Stafford Lake Park through April 2019.

EXHIBIT ADVISORY:

- The Friends of Marin Center Conference Room and auxiliary hallway have been refurbished and enhanced to increase gallery space. Bartolini Gallery Donors funded these renovations.
- Artists Victoria Mimiaga Vaidis Valaitis are currently being showcased in the Bartolini Gallery through October 15. In addition, an exhibit of oil paintings by George Sumner will be on view September 10 - October 15. A reception for these three artists will be held on September 12. An exhibit titled 'Marks in Time' featuring 16 tattoo artists from Marin County will be on display in the Redwood Foyer Gallery mid-October through November 26. Marin Open Studios has a show on display in the Civic Center Galleries through September 20. To follow in the Bartolini Gallery, there will be photography exhibits by Marty Knapp and the Marin Photography Club – on view October 29 - November 20. The 50th Anniversary of the ICB will be on display in the Civic Center Galleries October 2 – January 10, 2019.

OTHER:

- The MCA Wine & Beer Garden exceeded their goals, grossing \$114k.
- "Out at the Fair", a celebration of the LGBTQA community, hosted a successful first annual gathering. Plans to increase involvement for next year.
- 20,916 plastic water bottles were saved by implementing the water stations at the Fair.
- The Marin County Fair partnered with extrafood.org and collected / redistributed 880lbs of
- leftover food from the Fair vendors to areas needed in the county.
- Positive remarks received on the carnival staff.
- Accolades on the quality and performance level of the nightly fireworks show.
- ²¹ Poetry program report very positive, some changes planned for next year.
 - Opportunity of renaming the Friends of Marin Center Conference Room discussed.
- 100th Anniversary of Armistice Day event to be held at Marin Center November 11, 2018.

²³ **<u>IDENTIFY ITEMS FOR NEXT COMMISSION MEETING</u>**:

- Exhibits Presentation Charlie Barboni
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ADJOURN:

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The meeting was adjourned at 11:09 am.

The next Commission meeting will take place on September 26, 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