



- 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.

#### **EXHIBITS – CHARLIE BARBONI:**

- 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.
- Exhibits programming was strong overall. The fine art / photography show was thought 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 entertainment value.
- Art sales were up, with less items sold.
- Green Room Gallery included new and innovative artists. Push to increase traffic flow and exposure to the Gallery in the future.
- The Global Stage was very well received, high recognition and accolades from the Commission as well as the public.
- Plans to implement volunteer recognition for long-term Fair volunteers at future Commission meetings.

#### **MARKETING & PR – LIBBY GARRISON:**

- Marketing for the Fair was multi-pronged to provide as much reach as possible. Prioritizing digital exposure over print is ongoing.
- The overall marketing approach was very successful, and included bus backs, daily newsprint, street pole banners in downtown San Rafael, and daily email blasts.
- Website improvements received great feedback. Updates 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.
- 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.
- TV and radio partnerships were somewhat impacted by the coverage of fires in the area.
- The KGO radio-live broadcast on July 2<sup>nd</sup> during the Fair was well received.
- Facebook, Instagram, and Twitter were up 3,431% of overall impressions.

#### **2019 FAIR THEME:**

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<sup>th</sup> anniversary of the moon landing.

### **COMMITTEE REPORTS**

#### **CULTURAL TREASURES:**

- 2018 Cultural Treasure recipient Suzie Pollak will be honored at Windham Hill concert on December 21.
- Discussions underway on improving the process of welcoming and celebrating the Cultural Treasure recipients, as well as broadening the pool of potential recipients.
- Committee to distribute the updated criteria list at the next Commission meeting.

1                   **COUNTYWIDE ART & CULTURE PLAN:**

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

7                   **ART IN THE PARKS:**

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

14                  **EXHIBIT ADVISORY:**

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

28                  **OTHER:**

- 29                  • The MCA Wine & Beer Garden exceeded their goals, grossing \$114k.
- 30                  • “Out at the Fair”, a celebration of the LGBTQA community, hosted a successful first annual  
31                  gathering. Plans to increase involvement for next year.
- 32                  • 20,916 plastic water bottles were saved by implementing the water stations at the Fair.
- 33                  • The Marin County Fair partnered with extrafood.org and collected / redistributed 880lbs of  
34                  leftover food from the Fair vendors to areas needed in the county.
- 35                  • Positive remarks received on the carnival staff.
- 36                  • Accolades on the quality and performance level of the nightly fireworks show.
- 37                  • Poetry program report very positive, some changes planned for next year.
- 38                  • Opportunity of renaming the Friends of Marin Center Conference Room discussed.
- 39                  • 100<sup>th</sup> Anniversary of Armistice Day event to be held at Marin Center November 11, 2018.

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

- 41                  • Exhibits Presentation – Charlie Barboni

1 **ADJOURN:**

The meeting was adjourned at 11:09 am.

2 **The next Commission meeting will take place on September 26, 2018 in the Friends of**  
3 **Marin Center Conference Room at the Marin Center, beginning at 9:30 am.**

4  
5  
6 

7 \_\_\_\_\_  
Nicole Klock, Chair

8 

9 \_\_\_\_\_  
Gabriella C. Calicchio, Director