

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, February 28, 2018

ROLE CALL

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

ABSENT: Commissioners Scott Rowitz, Sean House, and Madeline Nieto Hope, Marketing Manager Libby Garrison

CALL TO ORDER:

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

REVIEW AGENDA:

The agenda for February 28, 2018 was approved with no additions or changes.
AYES: ALL

APPROVAL OF MINUTES:

The minutes of the January 24, 2018 Commission Meeting were approved.
AYES: ALL

PUBLIC COMMENT:

Bill Hayle was in attendance as a member of the public to address concerns regarding completion of upgrades to the Lagoon Park, and inquired about how the Marin Center facility integrates with the Parks Department in implementing these upgrades. Hayle requested he receive future Commission Meeting information in a timely manner, in accordance with the Brown Act.

CHAIR'S REPORT:

Chair Klock extended gratitude to Commissioner Bartolini for her time as Chair, and expressed her enthusiasm in filling the position.

DIRECTORS REPORT

2018 FAIR BUDGET:

Admission

- Fair admission will remain unchanged until 2020, then a \$5 increase will be proposed. This is consistent with the model of most other facilities.

- Effort will be made to highlight the one-fee admission structure (inclusive entertainment and carnival rides) of the Fair which is unique from most fairs.

Parking

- Changes to the structure of parking for the Fair will include increased parking fees for lots on the fairgrounds. The VMA and Jury lots will increase from \$10 to \$20 as they are the closest lots to the entrance gates. The remaining Civic Center lots will increase from \$10 to \$15. There will be very limited parking in the Exhibit Hall parking lot. Pro Event Services will manage and direct parking in all parking areas. The ideal outcome of these changes will: motivate fairgoers to use the off-site parking / Fair Shuttle; alleviate

1 congestion and increase flow of traffic after close of Fair, which historically has caused
lengthy traffic delays.

- 2 - The level of success from the newly implemented parking parameters will determine
future use of the Shuttle program beyond the 2018 Fair.
- 3 - Plans to approach Smart Train and explore options for later shuttle pickup times after
close of Fair and potential partnership opportunities.
- 4 - Discussion of holding a campaign before the Fair to inform fairgoers of the price increases
and changes to be expected.

- 5 • Revenue

- 6 - The revenue numbers for the 2018 Fair are slightly lower due to an estimated decrease in
returning Fair sponsorships.
- 7 - Adjustments have been made to the Fair Budget to show more detailed allocations of
funds and spending.

- 8 • Headlining Entertainment

- 9 - Most headlining entertainment has been confirmed, including Los Lobos, Leanne Rimes,
Michael Franti, and The Beach Boys.
- 10 - Afternoon entertainment on the Island stage to include Matt Jaffe, Orpheus, and a Tom
Petty Tribute Band.

- 11 • The Commission voted to recommend that the Fair Budget go to the Board of Supervisors
for approval. AYES: ALL

12 **2018 - 2020 BIENNIAL REPORT:**

- 13 • The 2018 – 2020 Biennial Report was approved to go to the Board of Supervisors with no
additions or changes. AYES: ALL

14 **SEISMIC RETROFIT:**

- 15 • The estimated retrofit costs for the Marin Veterans’ Memorial Auditorium is projected at
\$3.8 million; the Exhibit Hall estimated at \$1.3 million.
- 16 • The ideal goal is for funds to be raised in time to coincide with Marin Center parking lot
retrofit.
- 17 • The proposed facility upgrades align with the broader vision and goal of Marin Center –
to become a top presenting venue and arts center in the Bay Area.
- 18 • The challenges presented with renovations for the Marin Center facilities include
continuing programming at Marin Center, and maintaining community interest & support
while implementing improvements.

19 **COMMITTEE REPORTS**

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

- 21 • The strategic plan was discussed briefly. Planning stages are ongoing.
- 22 • The Countywide Art & Culture Plan will be utilizing CPG (Cultural Planning Group) to
help develop the plan. Funding to be acquired from grants and subsidizing foundations.

23 **ART IN THE PARKS:**

The Art in the Parks Committee is exploring mosaic art. Planning and research is ongoing.

24 **EXHIBIT ADVISORY:**

- 25 • The interest in the year-round galleries at the Marin Center has been constant – 20 - 60
people visiting the galleries weekly.
- The upcoming ‘80 over 80’ showcase (featuring 80 works of art by artists over 80) has
received applications from 130 artists thus far, including well-known Marin artists.

1 **OTHER:**

- 2 • Willie K cancelled the remainder of his tour due to lung cancer.
- 3 • Commissioner Sean House had to move out of Marin County. Director Calicchio is working with Sean Stephens of Marin Veterans' Affairs for recommendations on filling the Veterans' position for the Commission.

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

- 5 • Cultural Treasure

6 **ADJOURN:**

7 The meeting was adjourned at 11:26 am.

8 **The next Commission meeting will take place on Wednesday, March 28, 2018 in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.**

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10 Nicole Klock, Chair

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12 Gabriella C. Calicchio, Director