

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, March 28, 2018

## ROLE CALL

**PRESENT:** Chair Nicole Klock, Commissioners Marge Bartolini, Scott Rowitz, 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, Office Assistant Madeleine Serkissian

**ABSENT:** Commissioners Al Boro, and Madeline Nieto Hope, Marketing Manager Libby Garrison

## CALL TO ORDER:

The Cultural Services Commissioners convened at the Marin Center at 9:31 am.

## REVIEW AGENDA:

An item of Blue Ribbon Awards was added to the March 28, 2018 meeting agenda. The agenda was approved with no other additions or changes.

AYES: ALL

## APPROVAL OF MINUTES:

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

AYES: ALL

## PUBLIC COMMENT:

There was no public comment as no public was present.

## CHAIR'S REPORT:

- Chair Klock opened discussion regarding the Commission's role, and placement of their meeting area during the Fair. All approved that a space within the Wine & Beer Garden would serve as the best option; providing visibility to the public, enhancing their role as ambassadors, advocates, and spokespeople of the Fair, and allowing greater access for Commissioners to assist in answering questions and providing information.
- The option of adding a hospitality tent for future Fairs as a hub for potential sponsors, artists, and partnership opportunities was discussed.
- The prospect of creating a membership program for the Fair, as well as creating more visibility and information regarding the ongoing Capital Campaign for the Marin Center / Marin County Fair to be further explored.

## DIRECTORS REPORT

### 2018 MARIN COUNTY FAIR:

- Headlining entertainment is nearly finalized.
- Sponsorships are going well overall, with some increases on past donor sponsorships, and few donors not planning to return. Proposals are out to new larger sponsors, including Nugget Market and Morton & Bassett.
- There have been a few minor changes in Food Vendors; Director Calicchio to meet with local restaurant connections to further explore new potential food vendor opportunities.

- The Fire Department will not have a booth at the Fair due to staffing.
- All departments will be charged a booth fee as a regular Fair vendor.
- Madeleine Serkissian will be the 2018 Healthy Fair Coordinator.
- Marin HEAL will be taking over for YMCA in producing the annual 1K Fun Run.
- The Global Marketplace vendor booths have been selling very well.
- The Exhibitor Guidebook for the Fair is available and has been distributed to past entrants and schools. Fair exhibit department sponsors have record numbers for 2018. The special themed contests for this year include decorated flags, pennants, frisbees, and tote bags. New contests include popcorn art, pool noodle art, and school showcases.
- The pilot project of the County to diversify the Fair to bring a broader perspective has been successful thus far; increasing the number of judges representing diversity from 3% to 12%.
- The 2018 Blue Ribbon Award nominees are the coordinators of the MCF Clothing & Textiles Department (Laurel Knapp, Cathie Woolard, Christine Day) for their longtime dedication and efforts to the Fair.

**CULTURAL TREASURE:**

Ideas and suggestions to create a more ‘coveted’ opinion of the Cultural Treasure Award, including increasing visibility, publicity, and branding, were discussed.

**FACILITIES:**

The seismic & facility assessment has been completed – approximating \$5-7 million in total expenses for retrofitting the Exhibit Hall and Veterans’ Memorial Auditorium facilities. The assessment determined facility upgrades to be voluntary, not mandatory. The County plans to be proactive in assisting with these improvements. The first phases to be completed in the next 5 years will address the most pressing issues, including the renovation of all public restrooms. Contingent upon the acquisition of a naming donor for the Showcase Theater, it is anticipated that the seats and dressing room will be replaced by 2021. Continued concept & vision planning for the Veterans’ Memorial Auditorium is in process, to be followed by a capital campaign and public campaign to supplement further renovations.

**COMMITTEE REPORTS**

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

The Countywide Art & Culture Plan will be utilizing CPG (Cultural Planning Group) to help develop the plan. Funding from grants and subsidizing foundations have been moving forward. The public launch is estimated to be May 2018.

**ART IN THE PARKS:**

Research and identification of existing art in Marin is underway. The Art in the Parks Committee plans to partner with MCVB to create an app / map of all public art. Future possibilities to promote and encourage new art are being explored.

**EXHIBIT ADVISORY:**

- Many new and exciting ideas to be discussed at the next meeting, including future exhibitions in process.
- The upcoming ‘80 over 80’ exhibit (featuring 80 works of art by artists over the age of 80) will showcase more than 60 entrants and over 200 entries, including well-known Marin artists. The opening reception will be held April 18.

1 **OTHER:**

- 2 • The Marin Cultural Association has partnered with the Marin IJ to produce the 3<sup>rd</sup> annual IJ  
3 Lobby Lounge Live, featuring many new & talented elementary and high school artists. The  
4 show will take place on April 20 in the Showcase Theater.
- 5 • The final Best of SF Solo Series performance featuring Al Letson will take place on April 15  
6 in the Showcase Theater.
- 7 • All programming for Marin Center Presents and the Bartolini Gallery is now under the  
8 umbrella of the nonprofit Marin Cultural Association.

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

- 10 • MCA update / report
- 11 • Identify Commissioner roles
- 12 • Identify contacts for Committees

13 **ADJOURN:**

14 The meeting was adjourned at 10:56 am.

15 **The next Commission meeting will take place on Wednesday, April 25, 2018 in the Friends  
16 of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.**

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18 Nicole Klock, Chair

19 \_\_\_\_\_  
20 Gabriella C. Calicchio, Director