

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, September 26, 2018

## ROLE CALL

**PRESENT:** Commissioners Marge Bartolini, Al Boro, Helen Willms, Lauren Howard, Ernie Bergman. Director Gabriella C. Calicchio, Deputy Director Marion Boyd, Fair Manager Charlie Barboni, Marketing Manager Libby Garrison, Administrative Assistant Elisa Seppa

**ABSENT:** Chair Nicole Klock, Commissioners Donna Seager Liberatore, Ann Dickson, Scott Rowitz, Madeline Nieto Hope.

## CALL TO ORDER

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

## REVIEW AGENDA

The agenda for the September 26, 2018 Commission Meeting was approved with no additions or changes.

AYES: ALL

## APPROVAL OF MINUTES

The minutes of the May 23, 2018 Commission Meeting will need to be approved at the following meeting as there was not a quorum at the beginning of the meeting.

## PUBLIC COMMENT

There was no public comment as no public was present.

## CHAIR'S REPORT

No report.

## SCHOOLSRULE GALA REPORT:

- Marin County Superintendent of Schools Mary Jane Burke was in attendance to share information on the SchoolsRule program, and to express gratitude for the ongoing support and collaboration between the Marin Center and SchoolsRule.
- All funds donated to SchoolsRule-Marin are used to support programs in the areas of art, literacy, health, and technology in each school district. Funds are distributed on a per student basis.
- SchoolsRule will host their annual distribution event on October 23 where each school district is able to share how they have utilized the resources and funds received.

## MARIN COUNTY LEADERSHIP ACADEMY 2018 FAIR DIVERSITY PROJECT:

- The 2018 Leadership Academy at Dominican University chose to work with Marketing Manager Libby Garrison on a survey with a focus was on underrepresented populations in Marin County to determine why people attended the fair and discover opportunities and challenges for engagement. A 21-question online survey was created with a goal of collecting data from at least 500+ citizens / culturally diverse residents of Marin County. The result was very successful and impactful, with 1,964 responses. The survey responses will aid in future decisions for Fair marketing, pricing, outreach, services, entertainment, and more.

1     **DIRECTORS REPORT**

2     Director reported the numbers from 2018 Fair are close to being finalized, and the total looks to  
3     be approximately \$78k in the black. Although admissions were well below projections, the  
4     revenue loss was offset by reductions in expense. The Sheriff bill increased by \$8k which  
5     Director is addressing with Sheriff’s Department for next year.

6     **2019 FAIR CREATIVE – LIBBY GARRISON:**

- 7     • The 2019 Fair theme title to be ‘Over the Moon!’ celebrating the 50<sup>th</sup> Anniversary of the
- 8     landing on the moon.
- 9     • Marin County artist Debbie Patrick has partnered with the Fair to create an original work of
- 10    art for the 2019 creative / poster – integrating agriculture & art, as well as the moon landing.

11    **EXHIBITS PRESENTATION – CHARLIE BARBONI:**

- 12    • Approximately 7,535 exhibitors participated in the 2018 Fair.
- 13    • Sponsorships, entries, and art entries all increased from 2017.
- 14    • The theme was very well received, as well as the original theme related contests.
- 15    • Agriculture exhibits and programing were heavily utilized by guests.
- 16    • A new online promotion & judging format for the Fair Film Festival increased entries
- 17    from 60 in 2017 to 1,120 entries in 2018. Entrants were from 74 countries.
- 18    • Sales from art exhibits as well as the Green Room Gallery were very successful.
- 19    • The art & photography show once again exceeded all expectations. Art sales were up,
- 20    with less items sold.
- 21    • Green Room Gallery included new and innovative artists. Push to increase traffic flow
- 22    and exposure to the Gallery in the future.
- 23    • The multicultural stage was very well received. Plans to keep the performance stage in
- 24    the Exhibit Hall to expand demonstrations and interactive hands-on exhibitions.
- 25    • Performing competitions were well attended, with increased promotion and potential
- award opportunities to draw more participation.
- Winemaking competition remained strong; Homebrew competition doubled the number of
- entries from 2017.

17    **FACILITY UPDATE**

- 18    • Work has been done with a theater planning consultant to look at seating capacity in the
- 19    VMA. The hope is to address the need for more lobby space and ADA dressing rooms
- 20    during the first phase of renovations.
- 21    • Subsequently, an architect will be hired to work on the total scope of renovation with
- 22    experts on programming and County staff. \$80k of funds will need to be raised for hiring
- 23    the architect and programming individuals.
- 24    • Development of a business model for operations post renovation, followed by feasibility
- 25    study for fundraising to occur within the next 12 months.
- The County of Marin has allocated money to fund part of the retrofit in 2021 beginning
- with the Exhibit Hall.
- The Showcase Theater renovations will need to be funded by a capital campaign.
- The VMA retrofit will require the theater going dark for 12 months in 2024/25. Director
- Calicchio has begun contacting our producers regarding the timeline.

- Director has been in discussions with Marin Center producers regarding the possibility of modifying the processing fee from a flat fee to a percentage of the ticket price.
- The option of charging for parking was discussed – the consensus being that would not likely be feasible as it would require a parking charge at all Marin County properties.

### **FARMERS MARKET UPDATE**

The new director of the Agricultural Institute of Marin has fresh partnership ideas for AIM and Marin Center with the initial focus of developing positive relationships, as well as researching what their vendors and patrons would like to see in the future permanent farmer’s market space. Plans thus far include – paving the Christmas Tree Lot; implementing water, electricity and restrooms; a professional kitchen & classroom space; offices for educational purposes.

### **COMMITTEE REPORTS**

#### **CULTURAL TREASURES:**

- 2018 Cultural Treasure recipient Suzie Pollak will be honored at the Windham Hill concert on December 21 at the Marin Center. The Commission is urged to attend.
- Plans are underway for the Cultural Treasure Award refurbishment.

#### **COUNTYWIDE ART & CULTURE PLAN:**

- Consultant planning group sessions with the Commission were very successful.
- Beginning on October 8, the Cultural Planning Group will conduct 22 discussion groups with community members in addition to facilitating community forums in each of the Supervisorial districts.
- Economic impact study surveys are being collected at a variety of arts and cultural events throughout Marin County.

### **OTHER:**

- Fair Manager Barboni reported there would be a 2018 State Rules Advisory meeting on October 18 to discuss state rule changes. All are welcome to attend in person or via teleconference.
- October is Suicide Prevention Month. The upcoming Brian Copeland performance ‘The Waiting Period’ at Marin Center on October 14 is an impactful and poignant look at suicide.
- IAFE and Fair Manager’s Conference will be attended by staff in November.
- The November Commission meeting will need to be moved or cancelled due to conference attendance by staff.
- On December 13<sup>th</sup>, there will be a celebration for Commissioner Boro’s 50 years of service on the Cultural Commission.
- 100<sup>th</sup> Anniversary of Veterans Day event to be held at Marin Center November 11, 2018.
- The Encinal Yacht Club will host the 22<sup>nd</sup> Annual Wheelchair Regatta on September 29 where hundreds of disabled veterans can enjoy a “Day on the Bay”, lunch, music, and friendship.
- Discussion on implementation of veterans’ discount matching senior discount for Fair tickets.
- Cultural Services Department and MCA have launched *Teaching By Design*, an educational program aimed at integrating Frank Lloyd Wright Civic Center school tours with Core Curriculum hands-on projects. The program focuses on science, technology, engineering, arts, and math (STEAM) learning for 3<sup>rd</sup> through 5<sup>th</sup> grades and, is available to all schools.

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

- Frank Lloyd Wright

2 **ADJOURN:**

3 The meeting was adjourned at 11:53 am.

4 **The next Commission meeting will take place on October 24, 2018 in the Green Room at**  
5 **the Marin Center, beginning at 9:30 am.**

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Nicole Klock, Chair

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11 Gabriella C. Calicchio, Director