

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, April 24, 2019

ROLE CALL

PRESENT: Commissioners Marge Bartolini, Al Boro, Helen Willms, Lauren Howard, Chris Owen, Donna Seager Liberatore, Director Gabriella C. Calicchio, Fair Manager Charlie Barboni, Executive Assistant Téa Francesca Price

ABSENT: Commissioner Madeline Nieto Hope, Ann Dickson, Ernie Bergman, Marketing Manager Libby Garrison

CALL TO ORDER

The Cultural Services Commissioners convened at the Marin Center at 9:35 AM

REVIEW AGENDA

The agenda was approved

- Director Gabriella Calicchio updated that Marketing Director, Libby Garrison is absent; Calicchio will be giving brief overview of Fair Marketing.

AYES: ALL

APPROVAL OF MINUTES

The minutes of the March 27, 2019 Commission Meetings were approved.

Helen moved, Marge seconded

AYES: ALL

PUBLIC COMMENT

- Public comment from Bill Hale (benches and light pollution comments)
- Public comment from Bill McNicholas

CHAIR'S REPORT - Donna Seager Liberatore

- Green Room & the fair – no allotted space within the Green Room for the commissioners
 - Discussion of what's happening to the space; comment from Helen Willms, Marge Bartolini and Al Boro
- Live-work studios for artists; informational visit to Emeryville on May 24th with Supervisor Kate Sears
 - Discussion

DIRECTORS REPORT – Gabriella Calicchio

IJ Lobby Lounge

- The fourth annual show, curated by Paul Liberatore in partnership with Marin Cultural Association and Marin Community Foundation, Sunday 7:30 P.M.

2019 FAIR UPDATE

Exhibits- Charlie Barboni

- 500 entries already, both online and paper submissions
- Ongoing reach out to exhibitors; books being sent out
- Request for as many commissioners as possible for 3-hour shifts to work the information table outside the front office; sign up with Charlie
- Almost completely booked for Three Twins Stage; 61 requests from bands
 - Discussion of stage orientation for sound and shade

Marketing Update - Gabriella Calicchio in lieu of Libby Garrison

- Marketing going well
 - 1200 tickets have been sold as part of the deeply discounted online sales for the first 5,000 or by the deadline of June 1st. Whichever comes first.
 - Goal is to get to 25 –30% being online
- Golden Circle reserved seats for the headline concerts: Dwight Yoakam - - 219, ABBA - 149; Steel Pulse - 36 ; Joan Jett & Blackhearts - 155 ; Cheap Trick – 295
- Discussion about Space theme; astronauts will be at fair accompanying a special exhibit organized in partnership with the Novato Space Museum and Ken Winans
- Italian Street Painting has cancelled their festival for 2019 but will have two artists a day painting in the center of the Professional Garden Tent
- Active Military enter for free; veterans with ID get in for lowest ticket cost

Global Marketplace Update – Sarah Tipple

- 20 new vendors
- Added 16 new booth spaces
- Increasing exhibitor income by a little over \$10K

Food – Gabriella Calicchio

Sunshine Coffee Roastery has a “coffee truck” and will move closer to the Three Twins Stage. New commercial food vendor Yo Soy Ceviche will replace Green Chile Kitchen and the Greek Sleek will replace Mike’s Thai Cuisine.

TOWN HALL RECAP – Gabriella Calicchio

- April 2nd Town Hall was productive; goals and priorities identified
 - Confirming arts identity in Marin; arts access for all; funding / resources for the arts
- Comments from Chris Owen and Marge Bartolini
- Plan goes to Board of Supervisors on May 14th for adoption
- Economic Impact Report:
 - Marin’s Non-Profits contributed \$76.4 to Marin’s economy in 2018
 - Employ over **1700** people full time in Marin County not including independent contractors or extra hire workers
 - Local Govt. revenue is \$2 million, State revenue is \$5.5 million

ARTS ADVOCACY DAY IN SACRAMENTO – Gabriella Calicchio

- Gabriella Calicchio, MCA Board member Tammy Edmonson and Téa Francesca Price led Arts Delegation for lobbying efforts in Sacramento; over 200 delegates participated
 - Met with aides for Assembly members Jim Wood and Marc Levine; met with Senator Mike McGuire
- Quick overview of “asks”
 - ~Support a \$10 million increase in permanent funding to the California Arts Council, the state arts agency.
 - ~Support for **SB 748**, which would establish the ongoing position of California Youth Poet Laureate.
 - ~Support for **AB 398**, which would extend the existing State data collection regarding arts course enrollment and completion to include grades K-6, requiring that data be analyzed at a more granular, state-level.
 - ~Sign on to Sen. Hertzberg's **letter** requesting \$10 million for the Museum Grant Program, administered by the California Cultural and Historical Endowment.

FRANK LLOYD WRIGHT TOUR UPDATE:

- Everything going well, hoards of people for drop in tours
- School tour demand increasing, so new docents being recruited and trained

COMMITTEE REPORTS

Poet Laureate– Lauren Howard

- Inaugural reception introducing new Poet Laureate Terry Lucas will be hosted by Becky Faust (2017-19 Poet Laureate), Thursday April 25th at Falkirk Cultural Center
 - Series of readings by Becky, Terry and other Marin County poets
- Want to engage with youth and adults at fair; Donna Seager Liberatore suggest idea of projecting poetry on the pathways and walls during the Fair
- Lily Bogas won the State Finals for Poetry Outloud, going to D.C. to compete in the Nationals!

Exhibits Report – Libby Garrison absent

- Donna / Charlie spoke about the current exhibit in the Bartolini Gallery. In partnership with Youth in Arts, Rising Stars: the 28th annual Marin County Art Show. In the Friends of Marin Center there is a spotlight exhibit featuring the paintings of Kay Russell and Millicent Tompkins.
- Podcast & video discussion / cataloging online / updating website
 - Agenda item
- Gabriella mentioned the upcoming exhibits in the Civic Center Galleries Portraits of Marin and an exhibit showcasing LatinX artists from Marin in collaboration with the Multicultural Center of Marin in the Bartolini Gallery.

VETERANS REPORT - No report

IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:

- Podcast / Exhibition marketing updates
- Blue Ribbon Awards
- Cultural Treasure Award

ADJOURN:

The meeting was adjourned at 10:54 AM

The next Commission meeting will take place MAY 23RD in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.

Gabriella C. Calicchio, Director