

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, February 27, 2019

## ROLE CALL

**PRESENT:** Commissioners Marge Bartolini, Al Boro, Helen Willms, Ann Dickson, Ernie Bergman, Donna Seager Liberatore, Lauren Howard, Chris Owen, Director Gabriella C. Calicchio, Fair Manager Charlie Barboni, Marketing Manager Libby Garrison

**ABSENT:** Commissioner Madeline Nieto Hope

## CALL TO ORDER

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

## REVIEW AGENDA

The agenda was approved with no additions or changes.

AYES: ALL

## APPROVAL OF MINUTES

The minutes of the January 9, 2019 Commission Meetings were approved.

AYES: ALL

## PUBLIC COMMENT

- There was no public comment.

## CHAIR'S REPORT

- Vice Chair Marge Bartolini welcomed new Commissioner Chris Owen, a Santa Venetia resident who has a history in the music industry and works as an insurance agent and financial advisor.
- Gabriella Calicchio swore in the Commissioners At Large: Helen Willms, Chris Owen, and Ann Dickson.
- The 2019-20 Proposed Slate of Officers were approved.
  - Donna Seager-Liberatore -Chair
  - Lauren Howard – 1st Vice Chair
  - Ann Dickson 2<sup>nd</sup> Vice Chair

AYES: ALL

## DIRECTORS REPORT

### WFA Conference-Merrill Award

- Gabriella Calicchio reported on the Western Fairs Conference held in Reno, NV in January 2019. The Marin County Fair received the Merrill Award for cultural programming for the 2018 theme of diversity, equity and inclusion. A presentation about the fair will be on the Board of Supervisors agenda for March 19.

1 **2019 Budget Proposal**

2 **Revenues**

- 3 • Admissions pricing has not changed..
- 4 • Admissions are projected at 99% of last year.
- 5 • A new staff member is assigned to commercial space rentals
- 6 • Three rides have additional costs.
- 7 • Concessions percentages will increase to meet current standards at 24% to 25%.
- 8 • Ticket categories will be updated to more accurately track age groups.
- 9 • Staff will investigate adding a veteran’s discount. Currently there is an active duty discount.
- 10 • Gold Circle Seating on Children’s Island will increase from \$50 to \$60 per ticket, per night for reserved concert seating. Ticket includes admission to the Fair.
- 11 • PG & E will not be sponsoring the fair (\$10,000) this year.

12 **Expenses**

- 13 • Increase in wages of 2½ percent for existing staff and extra hires.
- 14 • The budget process continues to grow in detail. Thus some line items show up in different places than they did in 2018..
- 15 • Publicity costs were higher in 2018 because the Reader Board was down.
- 16 • The Fair is able to use the County mail house for mailings
- 17 • Play Fair expenses for the Healthy Initiative Coordinator (\$10,000) will now go through the department of Health and Human Services. This \$10K reduction in expense is offset by a \$10K reduction in sponsorship.
- 18 • While the actual headliner costs increased in 2019, the overall Fair entertainment expense is reduced as all of IATSE labor was previously listed in the entertainment budget
- 19 • Budget is conservative. Each year the fair has been able to grow reserves to prepare for a lean year. Weather is a big uncontrollable factor in attendance.
- 20 • This budget will be on the consent calendar at the March 19<sup>th</sup> Board of Supervisors meeting.

21 **2019 FAIR UPDATE:**

- 22 • Commissioners asked for update on SMART Train providing a dedicated Fair train for late evenings.
- 23 • Libby Garrison will again be working with the organization Out at the Fair celebrating the LGBTQ+ community through programming and outreach.

24 **FRANK LLOYD WRIGHT UPDATE – LIBBY GARRISON:**

25 School tours have been well received and more tours have been added for spring 2019.

**COMMITTEE REPORTS**

**POETRY OUT LOUD:**

2019 was the first year for the Marin Cultural Association to host Poetry Out Loud as the State/Local partner with California Arts Council.. The program was held at the Mill Valley Library. Six student finalists from local high schools performed. One finalist from the six was selected and will travel to the state competition on March 10, 11. MCA looks forward to

1 hosting this event held annually in February. Poetry out Loud is made possible by a  
2 California Arts Council grant.

3  
4 **COUNTYWIDE ART & CULTURE PLAN:**

5 The Cultural Planning Group (CPG) will return to meet with the Steering Committee and  
6 conduct the final Town Hall on the evening of April 2 where a draft of the plan will be  
7 presented to the public for last round of input.

8 **EXHIBITS REPORT:**

- 9
- 10 • *Inside Insights: San Quentin Arts in Corrections* is currently on view in the Bartolini  
11 Gallery.
  - 12 • *Marks in Time* opened on February 8 in the Redwood Foyer Gallery.
  - 13 • *West Marin on View* is on view in the Civic Center Galleries though May 7.
  - 14 • All commission members are encouraged to attend to opening receptions.

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

- 16 • Fair VIP Tent  
17 Looking at costs of adding an event rental space adjacent to the beer/wine garden
- 18 • Facilities Master Plan update
- 19 • Ernie Bergman reported on the Veteran's Wheelchair Regatta planned for Memorial Day.  
20 A Veterans Report will be added to all future agendas under Committee Reports

21 **ADJOURN:**

22 The meeting was adjourned at 11:21 am.

23 **The next Commission meeting will take place on March 27 in the Friends of Marin Center  
24 Conference Room at the Marin Center, beginning at 9:30 am.**

25  
Gabriella C. Calicchio, Director