MARIN COUNTY CULTURAL SERVICES COMMISSION
Marin Center, San Rafael, California
Minutes of Meeting - Wednesday, July 24, 2019

ROLE CALL

PRESENT: Commissioners Ann Dickson, Marge Bartolini, Ernie Bergman, Jennifer Wechsler, Lauren Howard, Helen Willms; Director Gabriella C. Calicchio, Marketing Manager Libby Garrison, Executive Assistant Téa Francesca Price, Fair Manager Charlie Barboni

ABSENT: Chair Donna Seager Liberatore, Commissioners Al Boro, Chris Owen, Madeline Nieto Hope

CALL TO ORDER
The Cultural Services Commissioners convened at the Marin Center at 9:33 AM. Vice-Chair, Lauren Howard lead the meeting.

REVIEW AGENDA
Gabriella Calicchio notes Poet Laureate committee report missing on agenda & updated future template.

APPROVAL OF MINUTES
Lauren Howard notes that ‘Poetry as Connection’ is theme for new Marin County Poet Laureate, Terry Lucas’ tenure.

Approval of May 22nd minutes tabled until next month due to lack of a quorum at the beginning of the meeting.

PUBLIC COMMENT
• Incoming Chair of the Marin Cultural Association was present to observe and learn more about the Cultural Commission but did not comment.
CHAIR’S REPORT – Lauren Howard

- Poet Laureate: many visitors to the Poetry Corner at the ‘19 Fair; readings drew crowds and over 900 poetry donated books were distributed.

DIRECTORS REPORT – Gabriella Calicchio

Marin County Fair

- Thank you to commissioners for support of & participation in Fair.
- Broke records for attendance on July 4, broke records on Food gross
- 9 Year Review Fair Economic Indicator:
  - 2019 Attendance: 116,639. Revenue was higher than previous years due to way/type of tickets were bought.
    - *Note - Box Office asks that any future ticket increase is in $5 increment so that singles can be avoided as they slow the ticket selling process down.
  - Concert Ticket Revenue: sold out every show at $60 per ticket, which includes fair admission.
  - ADA – two complaints regarding payment for parking at the Fair; ADA Manager with the County report investigated complaints and confirmed current policy is legally sound. Gabriella following up with Matthew Hymel / Board of Supervisors.
  - Commissioner question: what is ADA policy regarding queues for rides?
    - There is no policy that enables people with disabilities to go to the front of the line.
    - No formal complaint received, but concern noted.
  - Shuttle Revenue: shuttles run from Los Gamos to the Fair. Round-trip ticket is $2. The program costs $30K, slow growth, but goal is to keep program.
    - Discussion: traffic, pedestrian congestion, etc.
  - Marin Transit Update: total of 10K riders
    - Free transit on every bus in Marin during days of Fair; system-wide, up 32%. Bus lines directly to Fair up 95% and 46% respectively.
  - SMART:420 people took advantage of the added 10:30pm train.
Food and Beverage: $1,553,445 total revenue, Fair commission is $379,867

- Update: The Lions failed underage decoy compliance check for the second time in a three-year span. Permanently removed from vendor roster. No new alcohol vendors to be brought in at this point.

Art Sales: $61,553 (152 works) total sold.

Green Room Gallery: numbers down but no immediate issues to address

- Discussion: commissioner suggestion to place phone charger station next to the Green Room Gallery.

Cash / In-Kind Sponsors: $40K hit in appearance, but reporting of County contributions from the CAO’s office and DPW were tracked separately in 2019.

2019 FAIR UPDATE

Exhibits - Charlie Barboni

- Entries reporting is different, but participation is highest ever; more detailed report to be shared next month.
- Praising poetry aspect and participation, Ken Winans Space Station Museum, Virtual Reality via John MacLeod, etc.
- New cases were great additions, future use in galleries
- Washington State Fair board visited and had glowing reviews
- Commissioner Question / Discussion: Is there a way to locate specific pieces of art.

Marketing Update - Libby Garrison

- Fair Marketing – power point available
  - Print Ads – in the Chronicle, Pacific Sun, Marin IJ, etc.
  - Out-of-Home Advertising – bus backs / shelters were popular, street banners
    - Highway reader boards rotated concert(s) information
  - Online advertising and email marketing – high numbers and steady e-blasts
  - TV / Radio Ads – advertising in Spanish / English
- Analytics
  - Mobile website use is leading access of Fair website (SEM – 78.7%)
  - Top Locations – split between San Rafael and San Francisco
  - Social Media – across the board mass engagement increase
    - new platforms engaged like Instagram TV
  - 2020 Social plan and content calendar already underway based on ‘19 analytics
- Media Coverage
  - Broadcast - robust coverage on TV, radio, digital packages
• **PR Management**
  - E. Coli incident at San Diego State Fair days before Marin County Fairs opening – preventative measures taken, positive social feedback
  - Snowball – abducted bunny, response was community rallying behind family and Fair
  - Earthquake preparedness response – collaborated with Virtual Reality team

• **Partnerships**
  - Out at the Fair – LGBTQ group had huge response
  - Drag Storytime – interactive story-time with children
  - Moonwalk – 180 participants in world record

**COMMITTEE REPORTS**

*Commissioner Ann Dickson moves to table reports until next month*

**AYES:** ALL

**FINAL NOTES:**

August 22\textsuperscript{nd} – mark calendars, art galleries opening

**IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:**

- 2019 Fair Exhibits full report
- Committee Updates
- May 22\textsuperscript{nd} and July 24\textsuperscript{th} Minutes approval

**ADJOURN:**

The meeting was adjourned at 11:17 AM

The next Commission meeting will take place Wed., September 25\textsuperscript{th} in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.

Gabriella C. Calicchio, Director