

# **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 22<sup>nd</sup> 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.
  - *Parking Revenue:* \$231,700 – still encouraging people to use alternate means of transportation to get to/from Fair. Three-year agreement with Professional Event Services ending. Will negotiate new agreement for 2020.
    - 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 Gatos 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.
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  - *SMART:*420 people took advantage of the added 10:30pm train.

- *Food and Beverage*: \$1,553,445 total revenue, Fair commission is \$379,867
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  - 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<sup>nd</sup> – mark calendars, art galleries opening

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

- 2019 Fair Exhibits full report
- Committee Updates
- May 22<sup>nd</sup> and July 24<sup>th</sup> Minutes approval

### **ADJOURN:**

The meeting was adjourned at 11:17 AM

**The next Commission meeting will take place Wed., September 25<sup>th</sup> in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.**

Gabriella C. Calicchio, Director