

# MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting of Wednesday, March 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, Executive Assistant Téa Francesca Price

**ABSENT:** Commissioner Madeline Nieto Hope

## **CALL TO ORDER**

The Cultural Services Commissioners convened at the Marin Center at 9:34 am.

## **REVIEW AGENDA**

The agenda was approved with no additions or changes.

AYES: ALL

## **APPROVAL OF MINUTES**

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

AYES: ALL

## **INTRODUCTION**

- Chair Donna Seager Liberatore & Director Gabriella Calicchio introduce Téa F. Price

## **PUBLIC COMMENT**

- Public comment from Bill Hale
  - Concern for integration with parks, calling for committee to look at parks, benches, light pollution, etc. Meeting to be scheduled with Gabriella Calicchio
  - Concern with children's rides at fair re: Michael Jackson, 'Neverland' rides
    - These will no longer be at the fair

## **CHAIR'S REPORT**

- Chair Donna Seager Liberatore emphasizes progress of ACAM plan and support for it; introduces Director Gabriella Calicchio

## **DIRECTORS REPORT**

### **ACAM - Town Hall, April 2nd**

- Director Gabriella Calicchio confirms everyone's invitation, requests continued registration / table captains, and commends Libby Garrison for her work in finalizing the plan

### **Economic Prosperity Five Report**

- Americans for the Arts completed report; first glance at numbers are good, salient points to be pulled out

## **Fair Update**

- Booth sales going well, commends Rental Client Coordinator, Sarah Tipple
- Fair reserve currently at \$500,000

## **2019 FAIR UPDATE:**

- Charlie Barboni
  - Notes that \$500,000 reserve is excellent
  - Exhibitor's Guide Book mailing out Thursday, March 28th
  - Ken Winans Space Museum partnering for special exhibit
    - Gabriella updates: Winans is a subscriber to the speaker series and thus expressed interest participating in the Capital Campaign for building renovations
  - Cheesemaker showcase and Agricultural Institute of Marin will be at the Blue Ribbon Stage
- Libby Garrison: Marketing
  - website is updated; media plan focusing on digital/social vs. print
  - e-Blast being sent out
  - Partnering with "Out at the Fair"
  - Empty storefronts at Northgate, Charlie, Cristin, Elisa and Libby to brainstorm opportunity
    - Marge points out that there are open storefronts in Novato by space museum
    - Guinness Book of World Records moonwalk - July 3rd (free for kids)
  - Ticketing - from now until 5,000 tickets or June 1st, deepest discounted tickets available online with no service fees or processing fees - buy now!
    - Pricing for Veterans - active duty military get free entrance, all other veterans get the lowest, discounted rate
    - Ernie makes point about what kind of ID will be accepted
    - Libby and Ernie to coordinate...

## **FRANK LLOYD WRIGHT TOUR UPDATE:**

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

## **COMMITTEE REPORTS**

- Marge Bartolini notes Merrill Award and success of presentation at the Board of Supervisors meeting last week

## **POETRY OUT LOUD:**

- Commissioner Lauren Howard: there's a new poet laureate, Terry Lucas, who will serve from 2020-2021; not sure what will be done at fair yet but Lauren Howard will be meeting with him soon
- Gabriella: Lily Bogas, local winner of Poetry Out Loud, going to D.C. -- fingers crossed

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

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

### **EXHIBITS REPORT:**

- The attendance / sales at Bartolini Gallery are skyrocketing -- more than half of *Inside Insights: San Quentin Arts in Corrections* artworks have been sold
  - Jeff Craemer: purchased all of the photographs, suite of 27 photos, for the Marin County Free Library
- *Marks in Time* has a special viewing in the Redwood Gallery on April 18th
- *Rising Stars* opens April 10th || *Facetime: A portrait of Marin County* opens May 13th
- *West Marin Show* doing well, number of sales
- *Debbie Patrick* - art to go in Board of Supervisor's Chambers gallery
- Commission members are encouraged to attend openings / receptions

### **VETERANS REPORT:**

- via Commissioner Ernie Bergman: the Vietnam Veterans Memorial will be in Windsor, CA on March 28, 2019; 16,000 veterans in Marin county
- March 29th is national Vietnam Welcoming home day
- April 30th- Vietnamese community puts together a celebration for end of Vietnam War
- Ernie and fellow veterans giving high school lectures starting May 1st at Drake High School; reaching 300+ kids via county school visits

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

- Fair, fair and fair! 99 days and counting down...
- April 2nd Recap for CPG / Town Hall update

### **ADJOURN:**

The meeting was adjourned at 10:32 AM.

**The next Commission meeting will take place on Wednesday April 24<sup>th</sup> at 9:30 AM, in the Friends of Marin Center Conference Room at the Marin Center.**

Gabriella C. Calicchio, Director