

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting - Wednesday, May 22, 2019

ROLE CALL

PRESENT: Chair Donna Seager Liberatore, Commissioners Marge Bartolini, Al Boro, Ernie Bergman, Jennifer Wechsler, Chris Owen, Lauren Howard, Helen Willms, Ann Dickson, Director Gabriella C. Calicchio, Marketing Manager Libby Garrison, Executive Assistant Téa Francesca Price, Fair Manager Charlie Barboni

ABSENT: Commissioner Madeline Nieto Hope

CALL TO ORDER

The Cultural Services Commissioners convened at the Marin Center at 9:32 AM

REVIEW AGENDA

Lauren Howard requests the addition of an item under Poet Laureate Committee Report to include an introduction and presentation by new Poet Laureate, Terry Lucas.

AYES: ALL

APPROVAL OF MINUTES

The minutes of the March 27, 2019 Commission Meetings were moved by Marge, seconded by Ernie and all approved.

AYES: ALL

PUBLIC COMMENT

- None

CHAIR'S REPORT - Donna Seager Liberatore

- Introduction: Jennifer Wechsler, new commissioner

DIRECTORS REPORT – Gabriella Calicchio

ACAM!

- Adopted by Board of Supervisors Tues., May 14th

Marin County Fair

- Every year, 500 tickets go to Marin City Library who distribute to families who otherwise would not be able to attend; in 2018, over 400 tickets were used.
- Pre-sales as of this morning are at 1,757; slightly lower than where we were last year
 - Discussion of Fair dates and effect on fair attendance
- Concert reserve ticket sales: Yoakam - almost sold out at 292, ABBA - 186, Steel Pulse - 69, Joan Jett - 203, Cheap Trick - sold out at 300

2019 FAIR UPDATE

Exhibits - *Charlie Barboni*

- Over 500 entries already, both online and paper submissions
- 1100 entries for film festival
- Home-brew judging and wine judging this weekend
- Discussion of delivery dates ahead of fair dates
- Commissioners are welcome to work at the front desk during the fair
 - Charlie will schedule volunteers for 4-hour shifts
- Exciting new partnerships - Space Museum, Italian Street Painting Festival & Marin Transit.
 - Equivalent of 50K donation - free bus rides on all Marin transit buses, all five days of the fair, all routes; increasing frequency of buses to and from Fair
- No poultry will be at the fair due to Newcastle disease; to replace it, poultry costume competition and other projects for kids

Marketing Update - *Libby Garrison*

- *Marin Transit Partnership*
 - Marin Transit hired marketing agency, lots of muscle behind campaign; aided by Cultural Services Marketing department (i.e. email, the magazine, etc.)

- Free bus rides all five days of fairs, their campaign honors all routes
 - Marin Transit Connect (like airport shuttle) will be free during the fair
- *Fair Marketing* - posters, e-blast, social media – lots of efforts
 - 6 full bus backs, 40 additional bus ads are on the roads
 - June 15th -Three different banners go up on 4th St., downtown San Rafael
 - Northgate Mall – 6 empty storefront windows transformed into fair window display
 - Finalizing 60/30/15 sec. radio spots in English & Spanish
 - Broadcasting through June
 - *Ken Winans Space Museum & Moon Walk* – July 3rd at 2 PM, breaking Guinness Book of world records for the largest number of people during the moon walk; will not be with Jackson music.
 - *Artist's and Sponsor Reception*-Tuesday, July 2nd from 6-8 PM
 - \$20 ticket, \$2 service fee – sneak peek at fine art exhibit and meet the artists
 - Comps not available for this event

Review of Fair Calendar– Gabriella and Charlie

- Official and updated calendar will be sent again via email in June
- Review of dates:
 - Mon., July 1st – SchoolsRule Gala
 - Reception (5:30 – 6:30 PM) and Dinner (6:30 – 9:00 PM)
 - Tues., July 2nd – Artists & Sponsor reception (see above)
 - Wed., July 3rd – Fair Open
 - Ribbon cutting ceremony 10:45 AM
 - Moon Walk 2 PM
 - Fair security tour at 6 PM
 - Fri., July 5th - Blue Ribbon Breakfast 9 AM / Charlie Tour WFA / F&E
 - Blue Ribbon winners: Carol Hodges & Dan Stralka
 - Sat., July 6th - Charlie Tour with Washington State Fair Board of Directors and Commissioners

Board of Supervisors Recap – Gabriella Calicchio

- ACAM! adopted without any issue; buttons handed out.

COMMITTEE REPORTS

Poet Laureate Committee – Lauren Howard

- Introduced Terry Lucas, 2019-21 Marin County Poet Laureate:

- Terry's Poet Laureate two year project is, "Poetry is Connection"
 - Connect poets with other poets in Marin; connect poets with wider audience/readership; connect all residents of Marin with poets that speak to them
 - This fall at Unitarian Universalist Congregation Marin (UUCM), poetry reading every second Friday of the month (Sep. - May)
 - Begin new poetry venues in Marin County & underserved areas
- Terry, Lauren and Charlie meeting to discuss Poet Laureate program at the Fair for 2019

Exhibits Report – Libby Garrison

- Upcoming exhibits:
 - 'Walk in Beauty' ; 'Tricia George: Relationships' ; 'Golden Gate Marin Artists' ; 'Face Time: A Portrait of Marin County'; 'Debbie Patrick: Portraits'.
 - 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.
 - Partnerships
 - Marin City Arts / Oshalla Marcus - tentative title "Black without Borders"
 - Multicultural Center of San Rafael - "LatinX"
 - Marin County Contemporary Artists - "Fault Line" potentially for 2020
 - Partnership with AIM / Farmer's Market, in December/ January - featuring artists who work with agriculture, food and farming
- August Art Fest, Special Opening – August 22nd
 - For opening of 'Walk in Beauty', 'Tricia George: Relationship' and 'Golden Gate Marin Artists', special opening between Bartolini Gallery and Redwood Foyer Gallery

Frank Lloyd Wright Report – Libby Garrison

- Onboarding new docents to account for demand in private tours
- New commissioners welcome for special tour
- Discussion about potential for store
 - Online store

Veterans Report –Ernie Bergman

- Memorial Day event, May 27th – Marin Veteran's Council
 - 9:30 AM start
 - Ex-Navy Seal speaking; walk & presentation of flags
- Lecture series at high schools
- Wheel Chair Regatta– 300+ disabled veterans have day on the Bay and BBQ

Cultural Treasure Awards–Helen Willms

- Cultural Treasure Award - group of commissioners honor people who made significant contribution to commission, fair and community
- Gabriella and Helen to connect

Final Notes – Al Boro

- Talking to Mayor Phillips about relocating the History Museum to the Boyd House or an empty store front
- Discussion of Live/Work artist studios / other locations in San Rafael

IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:

- Reporting on Fair numbers

ADJOURN:

The meeting was adjourned at 11:05 AM

The next Commission meeting will take place July 24th in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.

Gabriella C. Calicchio, Director