ROLE CALL

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

ABSENT: Director Gabriella C. Calicchio; Commissioners Ann Dickson, Madeline Nieto Hope

CALL TO ORDER

The Cultural Services Commissioners convened at the Marin Center at 9:33 AM.

REVIEW AGENDA

No notes

APPROVAL OF MINUTES

- Lauren Howard – edit ‘lead’ to ‘led’ in Poet Laureate section, notes to add subcategory on agenda template
- Al Boro motions to approve, with two edits
  - AYES: all

PUBLIC COMMENT

- None

CHAIR’S REPORT – Donna Seager Liberatore

- Meeting dates for 2020 Approved

DIRECTORS REPORT – Gabriella Calicchio

2019 MCF EXHIBITS REPORT PRESENTATION- Charlie Barboni

- Review of Fair
- 2019 Fair Attendance: 116,639
- 2019 Entry Fees: $58,086 (surpassed budget of $53,000)
• 2019 Special Competitions: 324 entries – 545 participants
• 2019 Creative Writing & Poetry Corner: 119 adult creative writing entries, 660 Jr. creative writing entries
• 2019 International Film Festival: 1,100 entries from 85 countries
  o Promoting the festival is done entirely through internet using “Film Freeway”
  o Selected entries were from France, Mexico, Spain, Belgium, Japan, Brazil, Germany, Netherlands & USA
• 2019 Art Show: 2,124 entries, including hobbies
• 2019 Fine Art/Craft/Photo: 152 sales; $16,535 commission to Fair
• 2019 Floral Arts: 124 exhibitors; 806 entries
• 2019 Judges: 181 judges from 65 cities throughout California

EVENT CORP SURVEY EXECUTIVE SUMMARY – Libby Garrison

• Gathering demographic statistics info from 2019 Marin County Fair via partnership with Event Corp
• Stats and analytics from Event Corp partnership distributed and discussed
  o online survey: 1,000+ submissions
  o onsite (iPads) survey: 1,000+ submissions
• Key review: 4.52% out of 5% approval rating; 95% likely to return
  o This is a starting point
• Public transportation and parking review discussion
  o Idea of Uber electric bikes

2020 THEME DISCUSSION – Libby Garrison

• A lot of ideas brainstormed; idea is ‘The Soaring 2020’s’
  o Relevant to Fair due to rides
  o Exhibit standpoint, lots of bird and flight things can be tied in
  o Soaring forward into a new decade, onwards and upwards
  o Kites, paper airplanes
• Commissioners discuss; positive review of ‘soaring’, lots of potential but still brainstorming
• Contact Charlie or Libby with ideas or further thoughts; final decision pending
COMMITTEE REPORTS

Arts Culture Action Marin!

- Printed plans available for anyone who does not have one; digital online at www.marincultural.org
  - Donna requests Commissioners read the ACAM plan in entirety before next meeting
- Libby notes a few high-level initiatives:
  - “Cities Team” involves Jennifer Wechsler; putting together toolkits for municipalities wanting to have arts at forefront in city decisions
  - Sourcing dedicated funding – MCA Board looking at tax initiatives, grants
  - Putting together an RFP for the campus, exploring what the campus can look like

Art in the Parks

- Looking at activities to happen year-round; exploring how to activate campus
  - County has launched “The Stretch Assignment,” so county employees can work with other departments for 6 to 8 months as a means of cultivating career growth
  - Working with HR and head of Parks to see about collaboration to facilitate campus events

Cultural Treasure - Helen Willms

- The template used over the years has changed, as it used to be linked with performance
- Some discussion that it might become a fundraising event
  - Needs to be decided
- Donna proposes meeting with Helen Willms and Lauren Howard; meeting time before next Commissioner meeting
  - Helen will coordinate
  - Entire commission will be notified of date and welcome to attend
- Helen & Gabriella discussed inviting Erika Meeker, Marin Teacher of the Year
  - Meeker organized 2-year music collaboration between Ross School District and Venetia Valley School; helped to found the Marin Music Education Association
  - Invitation added to future agenda items

Exhibits – Libby Garrison

- “Black Beyond Borders” opened at Civic Center; artists from Marin City working with Marin City Arts & Culture
- Tricia George Watercolors at Exhibit Hall – closing in October
- “Dia de Los Muertos – Transformations through Life and Death”
  - 15 October – November 22nd
  - Partnering with Multicultural Center of Marin
• Upcoming show: Farmer’s Market - “Food Farms & Art”; “Birds of a Feather”
• Golden Gate Marin Artists Exhibit in Redwood Foyer
• Overall attendance and art sales growing
• Program note: two upcoming Best of SF Solo series – Oct. and Nov.

Veterans’ Affairs - Ernie Bergman

• Veterans Day - November 11th at 9:30 AM
  o Marin Veterans' Day Program will begin in the Marin Veterans' Memorial Auditorium with music, military exercises and a brief address.
  o Refreshments will be served after the ceremony in the Redwood Foyer.
• 23rd Annual Wheelchair Regatta - Saturday, Sept. 28th
  o Encinal Yacht Club in Alameda
  o Most of Marin County Veterans’ Group / Yacht club involved
  o Raised about $7200
• Ernie will be making power point presentation for people who have contributed

Poet Laureate - Lauren Howard

• The Poetry Connection: A Reading Series at Unitarian Universalist Congregation of Marin Fireside Room
  o October 11th from 7 – 9 PM
  o Featuring Francesca Bell & Meryl Natchez
• Poetry Out Loud
  o MCA is state-local partner
  o Lauren Howard & poet laureate, Terry Lucas, will receive timeline & be involved

IDENTIFY ITEMS FOR NEXT COMMISSION MEETING:

• Cultural Treasure
• Update on Erika Meeker as guest speaker
• Updates on Arts & Culture Plan
• Schools Rule Presentation

ADJOURN:

The meeting was adjourned at 11:12 AM

The next Commission meeting will take place Wed., October 23rd in the Friends of Marin Center Conference Room at the Marin Center, beginning at 9:30 am.

Gabriella C. Calicchio, Director