

MARIN COUNTY CULTURAL SERVICES COMMISSION

Marin Center, San Rafael, California

Minutes of Meeting - Wednesday, September 25, 2019

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
 - Promoting the festival is done entirely through internet using “Film Freeway”
 - 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
 - online survey: 1,000+ submissions
 - onsite (iPads) survey: 1,000+ submissions
- Key review: 4.52% out of 5% approval rating; 95% likely to return
 - This is a starting point
- Public transportation and parking review discussion
 - Idea of Uber electric bikes

2020 THEME DISCUSSION – *Libby Garrison*

- A lot of ideas brainstormed; idea is ‘The Soaring 2020’s’
 - Relevant to Fair due to rides
 - Exhibit standpoint, lots of bird and flight things can be tied in
 - Soaring forward into a new decade, onwards and upwards
 - 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
 - Marin Veterans' Day Program will begin in the Marin Veterans' Memorial Auditorium with music, military exercises and a brief address.
 - Continues in front of World War I, World War II, and Korean, Vietnam and Merchant Marine Memorials on the Avenue of the Flags.
 - Refreshments will be served after the ceremony in the Redwood Foyer.
- 23rd Annual Wheelchair Regatta - Saturday, Sept. 28th
 - Encinal Yacht Club in Alameda
 - Most of Marin County Veterans' Group / Yacht club involved
 - 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
 - October 11th from 7 – 9 PM
 - Featuring Francesca Bell & Meryl Natchez
- Poetry Out Loud
 - MCA is state-local partner
 - 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