**Marin County Cultural Services Commission**

**Via Zoom, Marin Center, San Rafael, California**

**Minutes of Meeting of Wednesday, January 26, 2022**

**ROLL CALL**

**PRESENT:** Chair Lauren Howard; Commissioners Marge Bartolini, Ernie Bergman, Oshalla Dee Marcus, Christopher Owen, Ann Dickson; Director Gabriella Calicchio, Deputy Director Kyle Clausen, Marketing Manager Libby Garrison

Presenting Guests: Mark Mancuso, Richard Parker, Perry Wexelberg, David Eng, Jeanne Gorham

**ABSENT:** Jennifer Wechsler, Madeline Nieto Hope, Al Boro, Helen Willms

**CALL TO ORDER:**

The Cultural Services Commission Meeting convened via Zoom Videoconference at 9:35am

**REVIEW AGENDA**

Gabriella Calicchio added a staffing report to the director’s report.

The agenda was approved with this addition.

 AYES: ALL

**APPROVAL OF MINUTES**

 The minutes of the October 27, 2021 Commission Meeting were approved.

* + AYES: ALL

**OPEN PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA**

* No public comment.

**CHAIR’S REPORT – Lauren Howard**

* New slate of officers proposed:

Chair: Ann Dickson

1st vice chair Chris Owen

2nd vice chair Jennifer Wechsler

* AYES: ALL
* New slate of officers is approved

Gabriella Calicchio thanked Lauren for her management of the Commission through the pandemic.

Marge Bartolini expressed excitement over the new slate of officers.

**DIRECTOR’S REPORT: Gabriella Calicchio**

* **Veterans’ Memorial Auditorium Parking Lot:**

Mark Mancuso, Project manager for VMA parking lot project from Department of Public Works

Richard Parker, 450 Architects, designers for VMA parking lot

Richard Parker reported: The VMA parking lot is over 50 years old and has suffered much use and abuse. With a new design and flow, 450 Architects is working with DPW and Cultural Services to make VMA a cultural destination. Their design sets the tone for the performances, creates more of a park like setting, and will add public art installations in the future. But most importantly, redesign it so the flow of cars entering and exiting is as smooth as possible.

After the presentation the Commissioners expressed the following thoughts/concerns:

ADA parking was too far from the front door of the VMA main entrance; 450 will be adding another row of ADA parking that is closer to the doors that extends to north side entrance.

Concern expressed regarding losing parking spots. There was a question regarding the possibility of a multi-level parking lot to address concerns about the shortage of parking.

* **Robin Williams Tunnel Rainbow Mural Project: David Eng, Senior Landscape Architect, art coordinator Caltrans Transportation Art Program**

David Eng presented a proposal for public art on the North side of the Robin Williams Tunnel. The mural would be a rainbow replicating the one on the south side of the tunnel. CalTrans asked for the Cultural Commissions approval as part of the Public Art approval process for the County.

* AYES: All
* **Department of Cultural Services Staffing Update**

Director discussed the impact of the staffing shortage on remaining CS staff and resources. Two recruitments will begin shortly: an Administrative Assistant II and an Administrative Services Associate

Director expressed her gratitude to Kyle Clausen and Libby Garrison for their hard work and dedication during the staffing shortage.

* **Marin County Fair: So Happy Together**

Staff is deep in planning the 2022 Marin County Fair. The following components have been confirmed: The carnival, fireworks, grounds entertainment, Rawhide Express Train, Redwood Sheepdog trials, community stage, bonsai exhibit, John MacLeod and Webstars maker space in partnership with Marin County Free Library, Healthy Fair Marin, Island entertainment (thank you to Commissioner Owen for his support); food vendors, global marketplace, Star Wars characters and large-scale art installations onsite (some interactive). Fair Management is in the process of entering into an agreement with the Red Barn Event Company to support the Fair in the following areas: online competitive exhibits, onsite hands-on art activities, the Agricultural Area and the Global Marketplace.

Sponsorships:

$25k from Marin Health to support healthy fair initiatives.

Gabriella to do outreach to past fair sponsors.

Admission fee: increase from $20 gate admission to $25; research of admission pricing at other Fairs shows the Marin County Fair is significantly underpriced given the carnival rides and entertainment are all included in the price of admission. MCF will do a tiered ticket sales strategy which will start at $5, then $10 etc. With significant discounts promoted in underserved communities making sure there is a price point for everyone. In addition, all our promotional material will be in English and Spanish.

Calicchio and Clausen will present the 2022 proposed Fair budget to the Commission at the February meeting. It will than go to the Marin County Board of Supervisors for final approval in March.

**DEPUTY DIRECTOR REPORT – KYLE CLAUSEN**

**RENTAL PROGRAM**

* New staff introduced – Marcus Sanchez, Events Operations Manager
* Busy holiday season with over 30 performances in November and December including most of the local dance schools producing their holiday shows.

Marin Symphony and the Speaker Series postponed their events due to concerns about Omicron transmission. New events in the Spring include Terra Linda’s Sober Grad Night on the Island and a Tiny Home trade show utilizing most of the campus. In July the Exhibit Hall building will re-open and in August the Veteran’s Memorial Auditorium will close for seismic work.

Staff is exploring the feasibility of creating a stage in the Exhibit Hall so VMA clients would have an optional venue to hold their performances.

**COMMITTEE REPORTS**

**EVENTS/PROGRAMS – LIBBY GARRISON**

* Civic Center Galleries – one more month of the 537 Watercolor Group Show; retrospective of work of Dickens 44 opens in late February
* Redwood Foyer Gallery – Marin County Fair poster exhibit on view through July
* Bartolini Gallery will reopen in August 2022
* Frank Lloyd Wright docent tours are still on hold due to COVID pandemic; planning to bring them back in late spring

**Poetry Out Loud – LAUREN HOWARD**

* Finishing Poetry Out Loud finals in high schools. The County finals will be conducted virtually in February.

**VETERANS’ AFFAIRS REPORT – ERNIE BERGMAN**

* No Veterans’ report

**Identify Agenda Items for next meeting**

* Fair budget

**ADJOURN**

The meeting was adjourned at 11:04am.

The next Commission meeting will take place on Wednesday, February 23rd, 2022, beginning at 9:30am. Location to be determined.



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Gabriella C. Calicchio, Director