

MARIN COUNTY CULTURAL SERVICES COMMISSION
Via Zoom, Marin Center, San Rafael, California
Minutes of Meeting of Wednesday, February 23, 2022

ROLL CALL

PRESENT: Chair Ann Dickson; Commissioners Ernie Bergman, Helen Willms, Oshalla Dee Marcus, Christopher Owen, Lauren Howard, Jennifer Wechsler; Director Gabriella Calicchio, Deputy Director Kyle Clausen, Marketing Manager Libby Garrison

ABSENT: Madeline Nieto Hope, Al Boro, Marge Bartolini

CALL TO ORDER:

The Cultural Services Commission Meeting convened via Zoom Videoconference at 9:34am

REVIEW AGENDA

Jennifer Wechsler added a discussion item about a public artwork by William Wiley to the agenda.

The agenda was approved with this addition.

- AYES: ALL

APPROVAL OF MINUTES

The minutes of the January 26, 2022 Commission Meeting were approved.

- AYES: ALL

OPEN PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

- No public comment.

CHAIR'S REPORT – ANN DICKSON

- Ann welcomed the new slate of officers Vice Chair Chris Owen and 2nd Vice Chair Jennifer Wechsler and thanked Lauren Howard for her service as Chair during the pandemic.
- Highlighted her background in the arts especially her work with the San Rafael Business Improvement District and the Arts District. Her company is called the Arts Hub and focuses on creative placemaking.

DIRECTOR'S REPORT: GABRIELLA CALICCHIO

- **2022 Fair Budget**

Calicchio reminded commissioners that the 2022 Fair will be outdoor only. 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 (concerts confirmed to date: Sons of Champlin, Pablo Cruise, Sheila E, and DumpstaPhunk; we have an ask out to Chris Isaak for one night as well), food vendors, global marketplace (40 vendor applications are in so far), Star Wars characters and large-scale art installations onsite (some interactive). Fair Management has entered 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, the Community Stage and the Global Marketplace.

We will not have the Pig Races and Petting Zoo due to nationwide staff shortages.

Sponsorships:

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

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.

We are planning a 20% reduction in budget and planning across the board.

Contingency line in budget: we have \$200k due to surplus and we don't know how much we might need in our planning as we move forward.

Budget shows a \$956 deficit = basically a break-even budget.

After review with Calicchio, the 2022 Fair budget was approved.

- AYES: ALL

COMMITTEE REPORTS

EVENTS/PROGRAMS – LIBBY GARRISON

- Civic Center Galleries – new retrospective exhibit of work of Dickens 44 opens in late February and will be on view through May
- Redwood Foyer Gallery – Marin County Fair poster exhibit on view through July
- Bartolini Gallery will reopen in August 2022 with Marin City 80 celebratory/historic exhibit
- Frank Lloyd Wright docent tours are still on hold due to COVID pandemic; planning to bring them back in late spring; Garrison will attend FLW Public Sites Directors Conference in March

PUBLIC ART PROPOSAL – JENNIFER WECHSLER

- Jennifer Wechsler just curated William Wiley exhibit at Bolinas Museum;

- UC Davis is looking to relocate Wiley's artwork GONG somewhere in Marin, his home community, and will pay for moving and installation costs; they have no expectation of length of installation; site must have insurance coverage of \$350,000
- Deadline is May 2022 to leave UC Davis;
- Wechsler will work with Lauren Howard and Libby Garrison on a proposal to bring to the next Commission meeting for review

POETRY OUT LOUD – LAUREN HOWARD

- Poetry Out Loud finals in high schools. For Marin County, there were five finalists with 10 poems recited; winner was Sofia Story who will move to state finals in Sacramento in March.

VETERANS' AFFAIRS REPORT – ERNIE BERGMAN

- No Veterans' report

IDENTIFY AGENDA ITEMS FOR NEXT MEETING

- Proposal of Public Artwork by William Wiley

ADJOURN

The meeting was adjourned at 10:45am.

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

Gabriella C. Calicchio, Director