

MARIN COUNTY CULTURAL SERVICES COMMISSION MEETING MINUTES

Wednesday, July 27th, 2022 9:30 am – 11 am

Join Zoom Meeting

<https://us02web.zoom.us/j/84538533808?pwd=SWZCWkFEWkNNTGRVRS9uWEw5cmVGZz09>

Meeting ID: 845 3853 3808 Passcode: 087455 Phone: +1 669 900 9128 US (San Jose)

Roll Call

Present: Chair Ann Dickson, Helen Willms, Christopher Owen, Lauren Howard, Marge Bartolini, Oshalla Dee Marcus

Staff: Director Gabriella Calicchio, Media Manager Libby Garrison, Administrative Assistant Michelle Barsky

Absent: Ernie Bergman, Jennifer Wechsler, Al Boro, Madeline Nieto-Hope

CALL TO ORDER

Chair Ann Dickson called meeting to order at 9:36pm via Zoom video conference

REVIEW AGENDA

No additions to the agenda. Committee reports will be deferred to the September meeting.

APPROVAL OF MINUTES

The minutes of the **April 27th & May 25th** Cultural Commission Meetings were approved. Moved/Second: L. Howard/ C. Owen

o AYES: ALL

OPEN PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Bill Hale requests meetings be recorded. Suggests Commissioners refresh themselves on Brown Act. Recommends an MOU between Cultural Services, Parks, Public Works & Cultural Services Commission.

CHAIR REPORT

Chair Dickson congratulates the Cultural Services staff for putting on a great fair. Reminds Commissioners to review the Brown Act by attending the County zoom seminar. There was discussion on whether the Cultural Commission can or should respond to public comment during the Cultural Commission meetings.

Public Comment

Bill Hale would like the ability to record Zoom meetings on his end.

DIRECTOR'S REPORT

Update on 2022 Marin County Fair

o **Economic Indicators**

Calicchio referenced the supplemental material "Economic Indicators" which is a 9-year record of certain Fair figures. Ticket prices had not been increased since 2015. The multi-tiered ticket sale campaign was launched on April 20th. The campaign began with the sale of 500 \$5 tickets, next 1000 \$10 tickets, then \$15. Tickets then increased to \$20 through the day prior to the fair. For the run of the fair, tickets were priced at \$25. Non-profits serving marginalized communities were offered \$5 tickets. 2022 saw nearly 82K paid attendees—had projected a 20% decrease in attendance. Commissioners suggested adding a line item to Economic Indicator report highlighting use of \$5 tickets by nonprofits.

- o Parking revenue—traditionally the parking vendor had a financial incentive to park as many cars as possible, this was not built into the contract this year and parking numbers suffered. Food and beverage revenue was significantly up which was expected as it is based on attendance.
- o Competitive exhibit entries were online only and 10% of what would be seen in a typical year.
- o Budgeted 50k for cash sponsorships and landed at 75k.
- o Incredible thank you to all the staff who made the fair a success.

o **Marketing Report**

Libby Garrison presented her marketing report and played a sizzle reel compilation of the 2022 fair. Marketing for the 2022 fair included bus backs on Golden Gate Transit, print ads, street pole banners on

4th Street in San Rafael, Rohnert Park digital sign, online & email advertising suites, website could be translated into 6 languages, incredible TV coverage. Majority of In-Kind commercial spots were used to reach the Spanish speaking demographic. **So Happy Together** led sign was a huge success. Amazing response to "Out At The Fair.". Latinx attendance increased by 12%.

- **2023 Theme Brainstorm**

Suggestions included: Electrifying! Electrified! Sizzle. Lively it Up.

Areas to assess for 2023 include new parking and security RFP. Security will be divided up to cover different sections of the Fair so the load is not on only one security firm. Sponsor Row only had two sponsors who left early each night. The use of that space will be reimagined in 2023 and sponsors will be put in the Global Marketplace. The Carnival area was a dust bowl, the signs advertising tickets for rides were misleading

Public Comment

Bill Hale commented that the 2022 fireworks were amazing.

COMMITTEE REPORTS

DEFERRED TO SEPTEMBER MEETING

- Exhibits & Programs (L. Garrison)
- Poet Laureate / Poetry Out Loud (L. Howard)
- Veterans' Affairs (E. Bergman)
E. Bergman had nothing to report and was not in attendance.

Public Comment

None.

IDENTIFY AGENDA ITEMS FOR NEXT MEETING

- Action item – Vote to allow recording of Cultural Commission meetings
- Andy Naja-Reise will be presenting on Agricultural Institute of Marin canopies for permanent home of the Farmers Market
- Paul Swallow presentation on Office Remodel & Theater Restroom projects.

ADJOURN

The meeting was adjourned at 11:10am. Moved/Second: L. Howard/O. Dee Marcus. The next Cultural Services Commission meeting will take place on Wednesday, September 28, 2022 in person in the Friends of Marin Center Conference Room at 9:30am.