

# ARTS COMMISSION SPECIAL MEETING MINUTES

TAMALPAIS ROOM – MILL VALLEY COMMUNITY CENTER 180 CAMINO ALTO MILL VALLEY TUESDAY DECEMBER 18, 2012 1:00-4:00PM

> Lynne Klein, Chair Tony Coyle Joeann Edmonds Robert Kilby Teresa Rea Sheba Veghte John Winder

# CALL TO ORDER – 1:05pm

Present: Chair Klein, Commissioners Coyle, Edmonds, Kilby, Rea & Veghte

Absent: Commissioner Winder

Staff: Jenny Rogers, Recreation Director, Lauren Buchholz, Administrative Aide & Judy

Wood, Account Analyst

# APPROVAL OF THE AGENDA ORDER

It was **MOVED** by **Commissioner Rea** and **SECONDED** by **Commissioner Veghte** to Approve Agenda Order. The Motion was carried by a 6 - 0 vote with **None** dissenting.

#### PUBLIC OPEN TIME

Chair Klein opened public open time

Chair Klein closed public open time

#### **COMMISSION AND STAFF ANNOUNCEMENTS**

Judy Wood presented Arts Commission budget review

### Arts Commission Special Meeting Minutes, December 18, 2012

Dir Rogers suggested that the Arts Commission include in their strategic planning a request for additional funding in the 2014/2015 budget.

Com Veghte asked if the \$2000 Milleys donation would continue in 2013

Dir Rogers stated she has yet to meet with the Milleys Committee and invited Commissioners to join her in this meeting to discuss the future relationship with the Milleys.

Chair Klein asked if an event that has funds allocated for it can be eliminated and the funds used in other ways.

Dir Rogers stated yes they can and the Commission can also fund raise to add to their budget.

Com Rea asked if the Arts Commission will continue to be billed for Parks staff assistance.

Dir Rogers stated that there has been many changes within the Parks & Recreation department, Parks staff is now under DPW. Each department must account for their staff's time and now must bill for this. There was no budget attached to this transition to cover additional costs for Arts Commission staff needs.

Chair Klein asked if this should be brought up in her annual report.

Dir Rogers suggested that this be presented to Council as part of the MV2040 Plan.

Dir Rogers announced that she is working on bringing a large Earth Day event to the Community Center for April 21. She would love to get the Arts Commission involved.

#### Review of upcoming events:

Call for Musical Artists should go out in February, need to add a space on submission form for artists to identify the generation the music is geared for i.e. – Teens, Adults, Children

Concerts on the Plaza:

Com Edmonds asked why all the concerts were held in August, suggested spreading them out more and possibly all on Saturdays.

It was agreed that concert dates should remain in August, 2 on Saturdays and 2 on Wednesdays.

Sundays: 8/18 & 8/25 (3-5pm) Wednesdays: 8/14 & 8/28 (6-7pm)

#### **NEW BUSINESS**

1. Review and Discussion of 2012 Arts Commission Achievements and Preparation for Annual Report to City Council on January 7, 2013 by Arts Commission Chair, Lynne Klein

Call for visual artists this year had approximately 50 submissions, very heavy on photography. Was there enough outreach? Facebook, website and posters were used.

Dir Rogers asked if any notable or award winning artists were shown

Chair Klein stated that the shows are not there yet, but they hope to bring in high caliber artists each year. Suggested bringing in 3D art for the 2014-2015 submissions; potentially looking at placing large temporary sculpture at the Community Center on the outside lawn areas.

Call for Musical Artists had a great turn out in attendance this year.

Chair Klein felt that the variety of artists was not good and did not reach some of the demographics in Mill Valley. She suggested changing dates from Saturday to Sunday and highlight one for children and one for teenagers.

Memorial Day Parade went very well this year. Discussed the possibility of an "Art Car" for 2013 and an Arts Commission booth at the post parade event.

Comedy Night had a huge crowd with local celebrity Robin Williams adding to the show. This event has become a Mill Valley tradition. The budget will go up this year, may need to look at getting a sponsor to help with cost.

#### Arts Commission Special Meeting Minutes, December 18, 2012

Paint Off was not as successful as in years past. The Arts Commission would like to look at replacing this event with an Art Symposium in 2013. This would involve local artists and art organizations.

Click Off drew many of the same participants as in years past; this event needs more publicity moving forward. The online registration used for 2012 should help in 2013. 20% of the participants were youth.

First Tuesday ArtWalk had 24 gallery sites and interest continues to grow from local businesses to be added as sites. How can downtown and Miller Ave sites be blended? There is the potential of adding the First Tuesday van to transport people for the different areas. The commission will work with the Chamber of Commerce in hopes of getting more businesses involved in these events.

# 2. Planning Session for 2013 Goals and Objectives

Com Rea suggested working with the CAC to increase attention to the Arts Commission events.

Com Kilby suggested adding an internship program

Chair Klein stated she would like to see Friends of the Arts Commission formed.

Dir Rogers stated that she is working on a Friend of the Center and the Arts Commission would be part of this.

Chair Klein stated that she will ask the Council at her annual report that the Commission's name be officially changed to Arts Commission and suggest that Jenny's title be changed to the Director of Arts & Recreation.

# 3. Discussion of Desired Skills Set for New Arts Commissioners

Suggested that local business person would be a benefit to the Commission. Someone with social media & P/R experience would also add to the Commission.

Com Rea suggested having a spring planning session about the Art Symposium after the general plan in adopted. An agenda item will be added to the January agenda to discuss a date for this.

It was suggested that staff invite Daniel from the Chamber of Commerce to an upcoming meeting to discuss a collaborative effort to increase community and business outreach focused on the First Tuesday ArtWalks.

# RECREATION DIRECTOR AND OPERATIONS SUPERINTENDENT REPORTS

# 4. ENews Discussion

Dir Rogers reviewed samples of the San Francisco Recreation & Park department's enewsletters that are sent highlighting upcoming events. Discussed the potential of incorporating something like this for the Recreation department & Arts Commission's events and utilizing a graphic intern to assist in the creation of the enewsletter.

# COMMISSION REQUESTS AND IDEAS FOR DISCUSSION

**ADJOURNMENT** – **3:45pm** o the next Regular Commission meeting which will be held on January 15, 2013.

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