ARTS COMMISSION
MINUTES

COUNCIL CHAMBERS, CITY HALL
26 CORTE MADERA AVENUE, MILL VALLEY
TUESDAY, FEBRUARY 11, 2014
7:00 p.m.

N. Teresa Rea, Chair
Robert Kilby, Vice Chair
Tony Coyle
Ian Day
Joeann Edmonds
Owen Prell
Joseph Rokovich

CALL TO ORDER

ROLL CALL – Present: Chair Rea and Commissioners Coyle, Day, Edmonds, Kilby, Prell and Rokovich. Staff: Director Rogers, Art Program Coord. Marlatt and Admin Aide Buchholz

PUBLIC OPEN TIME: Persons wishing to address the Commission on subjects not on the agenda may do so at this time. State law prohibits Commission action on any item not listed on the agenda unless Commission determines that there is a need to take immediate action and that the need for action came to the City's attention after the agenda was posted. Other items will generally be referred to staff or received as information. When addressing the Commission, please: 1) State your name and address; 2) Address the Chair; 3) State your views succinctly; 4) Avoid repetition; 5) Limit comments to 3 minutes. **Please note: The Chair will allow time for public comment on each agenda item.**

Chair Rea opened public open time

No one present

Chair Rea closed public open time

APPROVAL OF THE AGENDA ORDER

It was **MOVED** by **Commission Kilby** and **SECONDED** by **Commission Coyle** to Approve the Agenda Order. The Motion was carried by a 7 - 0 vote with **None** dissenting

CONSENT CALENDAR: The following items listed on the Consent Calendar to be considered routine and are approved by a single motion without discussion. The Chair or any member of the Commission or the public may request that any item listed under the Consent Calendar be removed and action taken separately. In the event that an item is removed from the Consent Calendar, it shall be considered in its numerical order.

1. Consideration of the Minutes of the January 14, 2014 Regular Commission Meeting.
   Recommended Action: Approve the January 14, 2014 Regular Commission Meeting minutes.

It was **MOVED** by **Commission Kilby** and **SECONDED** by **Commission Rokovich** to Approve the Consent Calendar. The Motion was carried by a 7 - 0 vote with **None** dissenting

COMMISSION AND STAFF ANNOUNCEMENTS

2. Good News

Com Prell stated that the February City Hall artist reception was very well attending, the artist sold 5 pieces during the event. The lights were on at the City Hall entrance as well.
Com Coyle stated all the First Tuesday venues he visited were also very well attended.
Dir Rogers acknowledged Kevin Marlatt for the completion of the new digital sound studio at the Community Center, it looks fantastic. She invited all the Arts Commissioners to come by for a tour.

3. Correspondence/Telephone Log

Admin Aide Buchholz reported that a few email inquiries were received regarding the Call for Musicians. All emails were responded to with links to the Arts Commission Call for Musician information.

4. Treasurer's Report

Com Rokovich presented review of financial spreadsheet

NEW BUSINESS

5. Arts Commission and Chamber of Commerce Meeting on Future Collaboration Update

Com Prell reported that he and Chair Rea met with Chamber representatives, Paula Reynolds & Jim Welte and Tammy Edmonds from Throckmorton Theatre to discuss collaborating with the Arts Commission on the Chamber's new website and how that might be tied into the Arts Organization Kiosk the Commission would like to add to the Plaza. There was some concern from Com Prell that the Chamber's website would include all types of community events with a focus on getting new members to join the Chamber, but he learned that there will be a separate Arts & Culture section that would highlight the Arts Organizations' events. He also learned that the Chamber is in the process of redoing the downtown Mill Valley map, the rear cover will be devoted to annual Mill Valley events, which will include all of the Arts Commission's annual events.
Com Prell and Chair Rea will continue to work with the Chamber and staff on web design and kiosk hardware.
Dir Rogers will work with Com Prell and K. Marlatt to research and formulate cost estimates and proposals on hardware for the March meeting.

Com Coyle and Com Kilby volunteered to work with the Chamber on developing content and design for the Arts and Culture section of the website.
Chair Rea has already drafted some information regarding the Arts Commission for use in the Recreation's activity guide; she will provide this to Comms Coyle & Kilby as well.

6. First Tuesday ArtWalk
    a. Review of current documents and discuss development of exhibitor contract and orientation packet.
    b. Commissioner orientation for exhibiting artists and curators
    c. Discussion of install and de-install procedures

Dir Rogers stated that the need for a discussion regarding the above was spurred on by the damage done to a piece of artwork that was displayed at the Community Center during the January exhibit from the O'Hanlon Center. She has concerns about if all the exhibiting artists are getting and signing documents and that those documents are getting properly collected and retained. Her idea is that an Arts Commissioner would meet with each exhibiting artist prior to their month of exhibition and review an exhibition orientating packet with then. This would provide more protection to the Arts Commission and better inform the exhibiting artists about the environment their artwork will be displayed in and what the expectation are of them.

It was **MOVED** by **Commission Prell** and **SECONDED** by **Chair Rea** to Direct Staff to draft sample artist orientation packet and bring back for Arts Commission Review at March Meeting. The Motion was carried by a 7 - 0 vote with **None** dissenting

Chair Rea requested a full orientation be provided to all the Arts Commissioners regarding their duties and responsibilities and procedures as curators of the art exhibits.
Dir Rogers suggested utilizing staff to assist with installation and de-installation of art exhibits.
Com Rokovich would like to agendize a further discussion on this topic for the March meeting, he suggested trying this option for the March Community Center exhibit and see how it goes.
Com Rea asked for a Commissioners help with the March First Tuesday reception at the Community Center, no Commissioner was able to help.
Dir Rogers suggested that staff would work with the March artist and oversee their First Tuesday reception.

OLD BUSINESS

7. First Tuesday ArtWalk
    a. Community Center Curator Selection
    b. Lighting and Signage Update

Com Edmonds announced she is finishing up applying the new stickers to all the "A" signs. She discussed the idea of having the "A" signs decorated with several venues, a most liked the idea. She presented a sample of a decorated "A", all Commissioners approved. Com Edmonds stated that several venues asked if the Arts Commission would need to approve their design for the "A" before displaying them.
The general consensus of the Commission is that the venues can design their own without approval from the Arts Commission as long as the design is not offensive to the public.

8. 2014 Call for Artwork Update

Admin Aide Buchholz reported that there have been no submissions received yet.
Dir Rogers requested staff send reminder e-blast. She also suggested adding an early submission incentive to next year's submission process.

9. 2014 Call for Musicians Update

Com Kilby reported that Lou Judson is confirmed to be the sound technician. Com Kilby has officially booked Beso Negro for the last Sunday concert (8/24) for the full 2 hours.
Admin Aide Buchholz reported that 2 submissions have been received, but only 1 has been accepted.
Dir Rogers reviewed a submission received by "Steep Ravine", the submission information did not include payment of $20 submission fee and indicated that they had already paid M. Vogel. This submission was returned to Com Kilby so he could discuss it with M. Vogel.

10. Arts Organization Kiosk Update

Discussion reviewed above under Item #5

RECREATION DIRECTOR REPORTS

11. Arts Commission Municipal Code Revision Update

Dir Rogers stated that the requested changes to the Art Commission section of the municipal code were fully supported and accepted by the Council.
Chair Rea stated that Councilmember McCauley even expanded the Commission's role as stated in section B item g.

12. Update on Arts Commissioner Selection Status and Schedule

Dir Rogers reviewed the names that are scheduled for interviews with Council next week. She has provided a list of qualities the Arts Commission would like to see in a potential candidate that include experience with social media, graphic design and marketing. She asked if there are any other qualities she should communicate to the Council.
Com Kilby stated he would like to see some experience working in a team environment; such as a public commission or board of directors.

13. Upcoming Marinarts.org Presentation – February 18, 2014

Dir Rogers reviewed the invitation from Marinarts.org to their Countywide Arts & Cultural calendar project event; she will be attending along with Jim & Katie from the Chamber. She encouraged the Commissioners to attend as well; Pam Morton personally conveyed to Dir Rogers the invitation to the Arts Commission

COMMISSION REQUESTS AND IDEAS FOR DISCUSSION

Com Kilby request a discussion on how the Arts Commission can participate in Volunteer Day on the Plaza.
Chair Rea would like to discuss expanding the First Tuesday venues to Miller Ave.
Dir Rogers suggested a discussion of the FY 14/16 budget requests,

ADJOURNMENT at 8:47pm– To the next Regular Commission meeting which will be held on March 11, 2014.

It was **MOVED** by **Chair Rea** and **SECONDED** by **Commissioner Kilby** to Approve the Adjourn. The Motion was carried by a 6 - 0 vote with **None** dissenting