ARTS COMMISSION
MINUTES

UPSTAIRS CONFERENCE ROOM, CITY HALL
26 CORTE MADERA AVENUE, MILL VALLEY
TUESDAY, JULY 15, 2014
7:00 p.m.

N. Teresa Rea, Chair - Present
Robert Kilby, Vice Chair - Present
Michael Barker - Present
Tony Coyle - Present
Ian Day - Present
Owen Prell - Present
Joseph Rokovich - Present

CALL TO ORDER @ 6:58pm

ROLL CALL

Staff: Jenny Rogers, Recreation Director, Kevin Marlatt, Art Program Coordinator, Lauren Buchholz, Administrative Aide

PUBLIC OPEN TIME

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 Barker** 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 June 10, 2014 Regular Commission Meeting.
   Recommended Action: Approve the June 10, 2014 Regular Commission Meeting minutes.

It was **MOVED** by **Commission Kilby** and **SECONDED** by **Commission Prell** 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 Day reported a very successful First Tuesday reception at City Hall, over 200 guests.
Com Rokovich reported that he has made contact with Mark Van Goren, PG&E Community Liaison about donations or sponsorship of lighting in City Hall and the Community Center as well as the restoration of the Council Chamber painting. The only problem is that PG&E's FY14 budget for this type of project has pretty much been set. Com Rokovich will continue to work with Mark.
Dir Rogers reported that staff received a request from an Interim with O'Rouke Inc inquiring about sponsorship possibilities for Concerts in the Plaza and ArtWalks. Staff will follow-up with specifics details regarding what type of sponsorship recognition they are looking for.
Com Prell reported that he continues discussions with Jeromy from the MVFF to work on community involvement programming such as the Children's Parade and Movie Night in Old Mill Park. He will bring more specifics to the Commission at an upcoming meeting.
Chair Rea reported that 2 new venues have joined the ArtWalk; Famous 4 and Teresta. She also presented a letter from the Milleys; this year the center pieces at the Awards Dinner will be Milley Awards decorated by local artists. These will be auctioned of the night of the ceremony.

3. Correspondence/Telephone Log – nothing to report

4. Fiscal Agent's Report

Com Rokovich reviewed report. He reported that staff purchased a storage shed, hand truck, PA system and updated the ArtWalk banners for City Hall and Community Center.
Dir Rogers suggested a full review of the FY14/15 budget and the proposed allocations for the August 12, 2014 meeting.

5. First Tuesday ArtWalk Update

   a. Discuss September 2, 2014 City Hall Artist Reception

Dir Rogers reported that there is a schedule conflict for this reception as the City Council meeting has been moved to 9/2/12 due to the Labor Day holiday. She asked if the Commission would like to find an alternate date for the reception.
Com Kilby stated that since the art show for September is the Fall Arts Festival posters it may be possible to not hold a reception.
Com Prell will discuss this with MVFF representative, Jane Richardson, and let staff know what they would like to do.

   b. O'Hanlon Center's Participation for January 2015 City Hall Exhibition Update

Com Day reported that Megan from the O'Hanlon Center called him to say that they would like to hold a show in January 2015 at City Hall.
Dir Rogers stated she also spoke with Megan and suggested that the O'Hanlon Center appoint 1 curator to work with the Arts Commission curator on the day of the show installation to help insure that all guidelines are followed to help insure the safety of the artwork.

c. Discuss February 2015 City Hall Replacement Artist Selection

Dir Rogers stated that due to schedule conflicts the Harvey Milk Center show has moved to January 2015 at the Community Center, which leaves an opening at City Hall for February 2015. The 2 alternatives are Marin Open Studios and Jean Schurtz, Photography.
Com Kilby expressed that it would be better to have a group show; he would prefer to offer it to Marin Open Studios (MOS).
Dir Rogers suggested having the Arts Commission curator for Feb. 2015 reach out to Kay Carlson at MOS to discuss the Arts Commission's desire for MOS to participate and hopes that the group show will represent a greater diversity of artwork than what was originally submitted.
Com Rokovich agreed to reach out to Kay at MOS.

NEW BUSINESS

6. Discuss Chair Rea's Meeting with Tiburon-Belvedere Chamber of Commerce

Chair Rea reported that she met with a new member of the Tiburon Chamber of Commerce. They wanted to learn about the Arts Commission's ArtWalk program and possibly adopt this process for their own as Tiburon's Art Row program has not been successful in the past. They are looking to create a break even art walk program. Chair Rea stated she told them that the ArtWalk program is not a break even event and reviewed the process. After the Chamber member heard the process and cost involved they were not sure they would be able to facilitate this type of program.

7. Discuss 2014 Arts & Culture Symposium

Chair Rea reviewed last year's schedule – AM round table working session with invited Arts Organizations and PM Public Open House.
Dir Rogers stated that last year's PM open house was not well attended, many of the organizations left after them AM session. Need to find ways for better the outreach and community involvement to make the open house session work. She suggested that the stakeholders' symposium and the public open house do not need to be part of the same event on the same day.
Com Prell agreed that the stakeholder symposium was very successful, but the open house didn't really work as part of the event. He asked how can the Commission make this year's event better or different.
Com Coyle asked if the Commission even needs to do a public open house, since it seems that the main reason for the event was the stakeholder symposium.
Chair Rea expressed concern that most of the identified priority projects from the symposium have not been accomplished, although there is still time to put together proposals from some of the indentified needs (i.e. public arts program and centralized arts organization website). She suggested reviewing the Arts Commission strategic plan to help create an outline for the symposium.
Dir Rogers suggested selecting a date and forming a sub-committee to meet and report back to the Commission. She would like to keep this event in the Recreation's Fall Activity Guide as an

invitation only symposium and provide information as to where people can let the Arts Commission know that they want to participate.
Chair Rea suggested and open to the public event at 9-10am for breakfast with the stakeholders and then allow the public to observe the stakeholder discussions.
Com Prell stated he felt that last year's participants will be really happy to attend another symposium. He would like to provide a clear explanation of who the Arts Commission is and how they act as a bridge with the Arts Community.
Com Kilby stated he felt that last year's participants left with the expectation that the Arts Commission was responsible for tackling all the needs identified at the symposium.
Chair Rea and Com Kilby volunteered to serve on the symposium sub-committee with Dir Rogers to work through content and report back to Commission.

OLD BUSINESS

8. Comedy in the Plaza Debrief

Com Kilby passed out his suggestions on how to better the event for next year. Sponsor acknowledgement, Arts Commission greeter to welcome talent and City officials, increase in Arts Commissioner presence, and increase in sound amplification, greater cordoned off space behind stage for talent.
Com Coyle stated he thought the event was very successful and has not heard any complaints.
K. Marlatt stated that is very difficult to cordon off a significant amount of space behind the stage as people really like to be in that area to watch the show. Kevin felt that having 2 tents worked well; it offered double branding for the Arts Commission.
Dir Rogers reviewed communication issues and check cutting requirements. She suggested that staff provide Tom Sawyer, well in advance, the exact dates that paperwork must be received to get checks for the night of the performance. She understands that the event is very reliant on Tom's involvement, but has concerns about communication issues in the future; it would be very helpful if Tom would allow staff to work directly with the talent or their management to obtain required paperwork. She would like to explore the idea of relocating this event to the Community Center or Friends Field as it is outgrowing the Plaza space.

9. Concerts in the Plaza Review

a. Review Event Details

K. Marlatt reported that all contracts are out to the performers, but he is still waiting on a lot of paperwork to be returned.
Dir Rogers suggested following up with the performers and Michael Vogel to provide very specific dates that paperwork is due.
Com Kilby stated that the event really needs a day of event manager for each Concert to handle all items he presented earlier in the Comedy debrief.
K. Marlatt will be onsite for each concert to work event general manager and sound supervisor. The set up will be the same as comedy, without the stage.

Commission greeter and event supervisor:
8/3 Michael Barker
8/10 Joe Rokovich

8/17 Teresa Rea
8/24 Tony Coyle

Com Kilby reported that he spoke with Carol at the Depot and she approved the set-up. More concert postcards are needed to pass out the day of the events.

b. Discuss Merchandise Sales

Dir Rogers reported that commercial sales CDs or other merchandise on the Plaza is violation of the municipal code. She suggested that bands wishing to have merchandise available would make a donation towards the Arts Commission for each item.

Com Coyle feels that the Commission should advise the bands that sales are not allowed.

Com Prell agreed with Dir Rogers' suggestion. Each performer should be provided specifics on how this would work and what they need to do if they want to offer merchandise for donation.

Chair Rea stated she thinks the day of event manager needs to be onsite to oversee this process.

Com Kilby agreed to relay concerns to M. Vogel to discuss with performers and work on a mechanism to take in donations for merchandise and get those donations to the Arts Commission.

Dir Rogers asked that Com Kilby also let M. Vogel know that staff needs to be involved in signage and determining the process.

10. Discuss Council Chambers Painting 100th Year Anniversary

Discuss by Com Rokovich in Good News.

RECREATION DIRECTOR REPORTS

11. Budget & CIP Request Update

Dir Rogers announced that the Arts Commission has received more budget than ever before; $23.6K for FY14/15 & FY15/16.

Although the lighting CIP is not currently funded it did make it on the City's 5 year CIP plan. The Kiosk CIP still needs to be finalized; she is hoping to get it in on the mid-year budget adjustments.

The Recreation Department did receive funding for electric shades in the Cascade room and Lobby as well as audio and technical upgrades, which will help with holding live music events. She is hoping to bring back the New Year Eve at the Center as well as possibly adding a Mill Valley Music Festival.

COMMISSION REQUESTS AND IDEAS FOR DISCUSSION

- Com Kilby would like an update on the Arts Organization Kiosk in the Plaza
- Chair Rea would like to discuss Bicycle Wheel/3D/Recycled Art Competition

ADJOURNMENT at 9:05pm – To the next Regular Commission meeting which will be held on August 12, 2014.

It was **MOVED** by **Commission Kilby** and **SECONDED** by **Commission Day** to Adjourn. The Motion was carried by a 7 - 0 vote with **None** dissenting