ARTS COMMISSION
MINUTES

UPSTAIRS CONFERENCE ROOM, CITY HALL
26 CORTE MADERA AVE
TUESDAY, MARCH 12, 2013
7:00 p.m.

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

CALL TO ORDER – 7:00pm

ROLL CALL
Present: Chair Rea, Commissioners Coyle, Day, Edmonds, Kilby, Prell, Rokovich
Absent: None
Staff: Jenny Rogers, Recreation Director, Lauren Buchholz, Administrative

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 **Commissioner Kilby** and **SECONDED** by **Commissioner Edmonds** to Approve 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 February 12, 2013 Regular Commission Meeting. Recommended Action: Approve the February 12, 2013 Regular Commission Meeting minutes.

Item 1 removed from consent calendar for discussion

It was **MOVED** by **Commissioner Kilby** and **SECONDED** by **Commissioner Coyle** to Approve the amended Minutes of the February, 2013 Regular Commission Meeting. The Motion was carried by a 3 - 0 vote with **4** abstaining since these Commissioners were not present at the February 12, 2013 Regular Commission meeting

2. Consideration of the Election of Commissioner N. Teresa Rea to Art Commission Chairperson. Recommended Action: Approve the Election of Commissioner N. Teresa Rea to Art Commission Chairperson.

It was **MOVED** by **Commissioner Kilby** and **SECONDED** by **Commissioner Prell** to Approve the Election of Commissioner N. Teresa Rea to Art Commission Chairperson. The Motion was carried by a 7 - 0 vote with **None** dissenting.

NEW BUSINESS

3. Nominations and Election of Art Commission Vice Chairperson

Com Coyle nominated Com Kilby to serve as Vice Chairperson.

It was **MOVED** by **Commissioner Edmonds** and **SECONDED** by **Commissioner Coyle** to Approve the Election of Commissioner Robert Kilby to Art Commission Vice Chairperson. The Motion was carried by a 7 - 0 vote with **None** dissenting.

4. Maureen Machanich & Tom Sawyer – Comedy in the Plaza Discussion

Maureen & Tom provided background and update on the 10th year of the Comedy in the Plaza event. Maureen will be working closely with the Commissioners to develop a very detailed task list for this event as it has many components to coordinate.
Tom confirmed that the date for the Comedy in the Plaza will be Wednesday, June 19th, 2013. He has some very big names lined up for this event, but is not ready to publicize them. He stated that the cost of this event went way up last year since Cobbs had absorbed a lot of the travel and lodging costs in the past and 142 Throckmorton was not able to assist with these costs last year. He will be talking with Mark Pita from 142 Throckmorton about helping out this year and possibly being the emcee for the event.
Maureen will look into possible lodging opportunities such as the Mill Valley Inn, Tiburon Tavern or Aqua Hotel.
A detailed review of the event task list was present to Commission by Maureen, tasks were assigned to each Commissioner and it was decided that Com Day would work with Maureen to get this task list distributed to the Commissioners and staff as it updates.

5. Call for Musicians $20.00 Submission Fee Discussion – Public Statements Provided

Chair Rea stated that the $20 submission fee for the Call for Musicians has not been charged in the past, but the Call for Artists has had a $20 submission fee each year.
Com Edmonds asked if each band selected will still be receiving a $500 performance payment.
Dir Rogers stated staff has received 5 submission so far and asked how many total were received last year.
Com Kilby stated approximately 22 submissions were received last year. He stated that the total cost for the concerts in the plaza last year was approximately $5K; submission fees will never cover this expense, but may help a little. He pointed out that most musicians do not have a lot of money and each band that performs is paid the same amount regardless of how many members there are in the group.
Com Edmonds suggested adding the information about performance payment, publicity, sound system and sound engineer to the Call for Musicians information.
Staff stated this information is on the Call for Musicians web page and submission packets.
Com Kilby stated that currently approximately $1,800 comes in yearly for submission fees and the Call for Musicians fee can add to this
Com Prell suggested that if a musician is serious about their art they will be willing to pay the submission fee; not charging a submission fee may reduce the quality of submissions.
Com Day stated that most artist considerations he has seen require a submission fee.

It was **MOVED** by **Commissioner Coyle** and **SECONDED** by **Commissioner Edmonds** to continue charging the $20 submission fee for the Call for Musicians. The Motion was carried by a 6 - 1 vote with **Commission Kilby** opposing.

6. Call for Artists Update and Preparation for Artist Selections – 31 Submissions Received

Chair Rea stated that it was very helpful last year to have the artwork samples loaded on a computer for projection during the selection process.
Com Edmonds and Com Day will take the lead in getting the artwork loaded on a laptop and coordinate with staff to use the Community Center projector.
Com Edmonds will create the artwork evaluation form.
Com Rokovich suggested that each Commissioner receive the artwork samples so they can be viewed individually prior to the April 9th judging and selections.
Com Coyle, Chair Rea and Com Edmonds all feel that a group viewing and discussion is very beneficial to the selection process.
Dir Rogers clarified that this process would happen as a public meeting at the Community Center.
Com Edmonds stated in order to decide which selection will be hung at either the Community Center or City Hall a list of the annual art shows and their respective months will be needed.
Chair Rea stated that Lynne Klein (former Art Commission Chair) has requested a show dedicated to the Tam High Art students; although no formal submission has been received.

It was **MOVED** by **Commissioner Coyle** and **SECONDED** by **Commissioner Kilby** to approve the request by Lynne Klein to add a Tam High Art Student show to this year's list of shows. The Motion was carried by a 7 - 0 vote with **None** dissenting.

7. Review of Annual Events Associated Task Guide.

Chair Rea reviewed annual events and associated task guide.
Com Edmonds asked if the Art Symposium will be added to this list.
Chair Rea stated that this event will be discussed at the May Commission meeting.
Com Prell asked what the Art Symposium is.
Com Edmonds stated that this will be an event to bring the local Art Organizations together for a brainstorming session in the morning and public outreach in the afternoon.
Chair Rea stated that this event idea was spurred on by the Community Arts Coalition's proposed involvement during a MV2040 planning meeting.

8. Planning Session scheduled for April 16 @ 7pm Discussion

Dir Rogers stated that Milleys organization has requested that the Art Commissioners attend their board meeting on Monday March 25 to discuss the relationship between the Art Commission and the Milleys. She suggested that this meeting be held in lieu of the April 16 meeting. The Milleys see themselves as an adjunct group to the Art Commission, but this association has now become more tangential. Dir Rogers feels it would be strategic for the Art Commission to meet with the Milleys to review and evaluate this relationship.
Chair Rea stated that the Milleys have played a very unique role in Mill Valley for the past 18 years If the Commission sticks with the decision to defund the $1,600 donation to them it may put the Commission in a position of seemingly blowing off a tradition in Mill Valley and the Milleys in a position of not being able to hold their events. What little money they do have and raise goes towards funding their annual event.
Dir Rogers stated that the Milleys currently function as an ad-hoc group with their funds be handled through the City with little to no involvement from the Art Commission other than the $1,600 annual donation.
Com Prell stated that it seems very odd that the Art Commission is so removed from this event.
Dir Rogers feels that meeting with the Milleys is a very time sensitive need. She has approached the Milleys' board for support in asking Council for an increase in the Art Commission's budget.
Com Rokovich asked if there are ways that the Commission can work with the Milleys to create fundraising opportunities.
Dir Rogers sees that an ongoing relationship with the Milleys could grow into a "Friends of the Arts or Community Center" opportunity.
Chair Rea stated that she would like the Commission to meet with the Milleys on Monday, March 25 and possibly reconsider providing them with the $1,600 donation.
Com Kilby asked what the objective is to meet with the Milleys; is it just to hear their reasons to reconsider providing the $1,600 donation or are there other topics to discuss.
Com Edmonds stated that meeting with the Milleys would provide an opportunity to get a better understanding of how they work, select their nominees and winners and discuss potential fundraising opportunities.
Agenda topics set by Commissioners for meeting with the Milleys board on Monday, March 25:

- The Milleys Operations and Goals
- Collaborative Fundraising Opportunities
- Idea on How to Dovetail the Commission and Milleys Organizational Structures

All Commissioners agreed to attend the Monday, March 25 meeting with the Milleys board.

Agenda topics set for April 16, 2013 Planning Session:

- Strategic Planning
- Art Symposium
- MV2040 Overview
- Fundraising
- Spectrum of Events
- Guest Speaker Events

COMMISSION AND STAFF ANNOUNCEMENTS

a. Good News

Chair Rea is very pleased that the Commission has added three extremely qualified new Commissioners.

b. Telephone Log

Com Coyle reviewed calls received about the Call for Artists and First Tuesday.
Dir Rogers suggested that the Art Commission number should be routed to the Community Center so these calls can now be handled by staff. She will work with staff to get this done.
Com Coyle agreed to continue checking the Art Commission voicemail box until staff can get the number re-routed.

c. Treasurer's Report

Com Kilby volunteered to take over the position of Treasurer for the next 6 months; he will work with Judy Wood, Parks and Recreation Account Analyst, to get current financial reports.
Chair Rea suggested that Com Kilby reach out to former Treasurer Winder for a detailed cost report from last year. She would like Com Kilby to do a full review of the budget sheets at the next meeting.
Dir Rogers reviewed current budget worksheets.

d. Social Media

Com Day stated he found that there are 2 Mill Valley Art Commission Facebook pages.
Com Day and Com Edmonds will look into this.
Dir Rogers will purchase the URL www.millvalleyarts.org for future use.

RECREATION DIRECTOR REPORTS

9. Review of Procedure to Request Commission Name Change

Dir Rogers stated that she will need to write a staff report to provide the Council with background and discussion on why the Art Commission would like to change their name to the Arts Commission. She will then need to get on a future Council meeting agenda to ask that the

Council approve this change; which will require changing of the City's municipal code. Once she knows when this request can be heard by Council she invites the Art Commissioners to attend the meeting.
Chair Rea will draft information to assist Dir Rogers in writing this staff report.

ADJOURNMENT at 9:32pm – To the next Regular Commission meeting; which will be held on April 9, 2013.

Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection at the Mill Valley Community Center 180 Camino Alto during regular business hours. Such documents are also available on the City's website at www.cityofmillvalley.org subject to staff's ability to post the documents prior to the meeting.
The City of Mill Valley does not discriminate against any individual with a disability. Upon request, City publications will be made available in the appropriate format to persons with a disability. If you require assistance or auxiliary aids in order to participate in this meeting, please contact the City Clerk at 388-4033 (TTY 711) at least 24 hours prior to the meeting. The accessible entrance and parking are located behind City Hall.