ARTS COMMISSION
MINUTES

MILL VALLEY COMMUNITY CENTER – TAMALPAIS ROOM
180 CAMINO ALTO
TUESDAY, APRIL 16, 2013
6:00 p.m.

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

CALL TO ORDER – 6:15pm

ROLL CALL
Present: Chair Rea, Commissioners Coyle, Day, Edmonds, Prell, Rokovich
Absent: Commissioner Kilby
Staff: Jenny Rogers, Recreation Director, Lauren Buchholz, Administrative Aide

PUBLIC OPEN TIME:

Chair Rea opened public open time
No one present
Chair Rea closed public open time

NEW BUSINESS

1. Strategic Plan Discussion and Development

Chair Rea and Dir Rogers took direction from the Art Commission section of the Municipal Code and sections of the draft MV2040 General Plan to create The Art Commission Overview provided with 10 goals to assist in the development of the Art Commission's Strategic Plan. She feels these goals provide a good scope of what can be achieved over the next 3 years by the Art

Commission. Chair Rea would like to review the goals in total, and then go through the list to list suggestions and ideas on how each can be implemented.
Dir Rogers stated that it is critical that the finalized strategic plan be something that is achievable and reasonable. These goals and timelines will go the City Council for review and oversight.
Com Rokovich asked if the goals should be achievable within the current Art Commission's budget.
Dir Rogers stated that one of the goals for the plan will be to develop a fundraising plan so hopefully there will be more funds to work with.
Chair Rea asked that the Commissioners not edit themselves in this stage of the strategic plan process; this is a brainstorming session to get a wide range of ideas. Funding should not be a factor.

Planning session notes:

Goal 1 Create a community arts census for Mill Valley to foster expanded quality public outreach.

- Database for artists? Survey that catalogs environment, arts organizations
- Funding sources
- Inventory of facilities (rental, 1 time use)
- Directory of art services, resources, artists (better under goal 6?)
- Volunteer base
- Interests of art – adorning community
- Expertise of _____
- Media platforms
- Places for public art
- Forms for census from other cities

First draft TIMEFRAME: 6/30/2015

Goal 2 Offer an array of arts and cultural events and programs to meet the needs of citizens of all ages, including new areas of innovative arts programming.

- Reinvent/retool paint-off
- Expand existing events to all age groups
- Expand variety (i.e. dance, literary, performance art, video, fiber, culinary arts, lectures, gardens, architecture, graffiti art, films)
- Classes, workshops, speaker series.
- Do it yourself fair
- Guided art tours
- Tie into other Bay Area art events
- Mimi-makers fair (experiments, explorative, robotics)
- Pop-up events

Addition of 2 events TIMEFRAME: 6/2014

Goal 3 Maintain Citywide exhibition program, "1st Tuesday ArtWalk" at Community Center and City Hall galleries while encouraging participation by other downtown venues.

- Require artists & venues to use their own mailing lists to publicize event
- Collaborate with chamber (restaurant participation)
- Traveling docents
- Expand art forms on display on 1st Tuesday (music, singers, poets)
- Increase volunteerism
- Increase outreach to artists for Call for Artists
- Food trucks (Downtown/Com Center?)
- Improve reputation/caliber of event
- Expand Call for Artists (fober art, sculpture)
- Consolidate to downtown on 1st Tuesday
- Comm Center to Sunday

TIMEFRAME: Ongoing

Goal 4 Maintain success of current Art Commission Special Events programs—Concerts in the Plaza, Comedy Night, and Click Off-- while integrating additional administrative and operational support from the Recreation Department, DPW and other city departments, and increasing volunteerism.

- Better outreach to musicians, artists
- Volunteerism
- Establish working relationship with DPW, Rec dept (logistics)
- Plaza banners – better use of
- Add food
- Collaborate w/Chamber
- Use expanded mailing

TIMEFRAME: Ongoing

Goal 5 Promote the arts through a "Symposium for the Arts", open house event for the arts community, and a citywide publicity plan for arts-related events using various outreach tools.

- Potential date: 9/29/13
- AM: Rountable discussion with art organizations (i.e. O'Hanlon, 142 Throckmorton) – what do you do, volunteers, ticketing, needs, outreach, mailing lists

- PM: Open house to public – sign-up for volunteering, chance to buy , handout calendars, accept donations, raffle, live activities, typewriter poetry, music
- Kiosk grand opening

TIMEFRAME: Sept/Oct 2013

Goal 6 Foster the cohesiveness of the arts community in Southern Marin by promoting resource sharing between local arts organizations and expanding our current email list into a database of individual artists, arts organizations and resources for artists.

- Need community calendar
- MVAC business cards
- Consider monthly news blast
- Must be electronic – easy to access, easy to update
- Hold an annual symposium
- Create more tie-ins between organizations
- Assign a Commissioner to communicate w/each entity we want to communicate with
- Lobby for Sean (library) as Coty Communication Director
- Support visitor center (central, open many hours)
- Electronic or wooden kiosk (reach out for students to do it)
- Entice organizations to collaborate (art cards, discounts)

TIMEFRAME: 6/2015

Goal 7 Expand the variety of arts events on the Downtown Plaza and encourage informal art events as impromptu gatherings throughout the year.

- Pop-up events (i.e. chalk & yoga)
- Participatory arts (dance, paint, drawing, opera, circus, juggling)
- Low impact/volume
- Roving performances
- Light/laser show

TIMEFRAME: 1 new event per year

Goal 8 Develop a 3-year fundraising plan to cultivate an identified income stream in order to provide adequate reserve and replacement funds for public art programs.

- Create an endowment (Friends of…..)
- Hotel/B&B tax
- % of devt. Entitlement

- Foundations/grants
- Create population base like the Library
- Seek donations
- Estate plan sources
- City wide iconic art forms (benches?)
- Request targeted city funds
- Ask Council for higher budget
- Fundraising bricks
- Decals, bumper stickers, bobble heads
- Annual fundraiser
- Sunday food truck fundraiser (monthly)
- % of art classes (add a dollar to all classes)
- In-lieu of taking fees artist can donate to art commission

TIMEFRAME: 6/30/2016

Goal 9 Develop a Public Art Program (PAP), including identifying sites for temporary installation of artworks in public spaces such as a Sculpture Garden at Community garden sites.

- Murals
- Recreate famous public art projects
- Sculpture garden in Community Gardens
- Median strips
- Include SLP system and creek system
- Ralston Grove in Plaza
- Temporary murals on public buildings/walls
- Buy Dowd's building

TIMEFRAME: 6/2014

Goal 10 Participate in the design process of major construction projects in the city and engage in discussion on possible integration of public art as appropriate in those projects.

- Get public art in Miller Ave project
- Request formal role in project approvals
- Art Commission participates on accepting donations (e.g. benches)
- Proposal for public art

TIMEFRAME: 12/2013

2. Art Symposium Planning Discussion with Lynne Klein

Lynne Klein stated that she sees this as a Sunday event to be held at the Community Center. The event would consist of round table discussions with local art organizations in the morning and Community Outreach in the afternoon to give the local art organizations an opportunity to educate the public about what they do, collect volunteer sign-ups, build email lists, etc… She thought adding keynote speakers and/or panel discussions to the Symposium would be a good idea as well.

COMMISSION REQUESTS AND IDEAS FOR DISCUSSION

Com Edmonds and Com Day will contact Com Kilby to schedule time to listen to all the Call for Musician submissions and help reduce the submissions to a manageable number for review and selection at the May 14 meeting.

Com Edmonds will send an email to all Call for Artists winners. Chair Rea will provide staff with verbiage to be used in an email to be sent to all Call for Artist submissions that were not selected for the 2013-2014 shows.

ADJOURNMENT at 9:08pm– To the Regular meeting, which will be held on May 14, 2013.