



**ARTS COMMISSION
MEETING MINUTES**

MILL VALLEY COMMUNITY CENTER
180 CAMINO ALTO
MILL VALLEY, CA 94941
TUESDAY, JULY 12, 2022
7:00 p.m.

Coleen Byrne, Chair - absent, excused
Farrah Spott, Vice Chair - present
Nancy Elkus - present
Lizelle Green - present
Jeff Harris - absent, excused
Victoria Mimiaga - absent, excused
Jimmy Singer – present

CALL TO ORDER

ROLL CALL

Staff present: Director McGrew, Assistant Buchholz, and Management Analyst Dubin

APPROVAL OF THE AGENDA ORDER

It was **MOVED** by **Commissioner Singer** and **SECONDED** by **Commissioner Green** to Approve the Agenda Order. The Motion was carried by a 4 - 0 vote with **None** dissenting.

COMMISSION AND STAFF ANNOUNCEMENTS

Director McGrew reported hardware has been installed for the Plaza Wi-Fi project and work continues; no specific date on when it will be completed.

PUBLIC OPEN TIME

Vice Chair Spott opened public open time
No one present to speak

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41 **Vice Chair Spott** closed public open time

42

43 **CONSENT CALENDAR**

44

- 45 1. Consideration of the Minutes of the June 14, 2022, Regular Commission Meeting.
46 Recommended Action: Approve the June 14, 2022, Regular Commission Meeting
47 minutes.

48

49 It was **MOVED** by **Commissioner Elkus** and **SECONDED** by **Commissioner Green** to
50 Approve the Consent Calendar. The Motion was carried by a 4 - 0 vote with **None** dissenting.

51

52 **RECREATION DEPARTMENT AND COMMISSION REPORTS**

53

- 54 2. Comedy in the Plaza Debrief. Recommended Action: Receive Information

55 **Director McGrew** reported the event was very successful and he received many thank yous
56 from attendees during the event; people were especially appreciative that the line-up was all
57 female.

58

- 59 3. Click Off Update. Recommended Action: Receive Information

60 **Commissioner Green** reported she meet with Lauren & David to review the pertinent dates for
61 Click Off and discuss other details. She suggested the Commission consider changing some of
62 the categories; she would like to keep Black & White, but others could be refreshed. She will try
63 to connect with the judges to review some of her ideas and come back with a list of suggested
64 categories for review.

65

- 66 4. Calls for Artwork Update. Recommended Action: Receive Information

67 **Director McGrew** reported the DEI Call for Artwork went out on 7/8/22, 3 submissions have
68 been received. The First Tuesday Call for Artwork will go out mid-August and the Downtown
69 Plaza Call for Artwork is scheduled for November. A member for Green Change Organization,
70 Fabrice, would like to request the Commission consider dedicating April to Earth Awareness and
71 host exhibitions that reflect that; he will present his idea at the August meeting. His organizations
72 artwork would still be subject to the Call for Artwork process.

73

74 **OLD BUSINESS**

75

- 76 5. Art Projects Committee or Staff Updates. Recommended Action: Receive and Discuss
77 Information and Direct Committee and/or Staff as Necessary.

78

- 79 a. Rotating Art on the Plaza

80 **Vice Chair Spott** reported the Plaza artwork was installed on 6/23/22, goo turnout for the July
81 5th reception.

82

- 83 b. Activate the Plaza

84 **Director McGrew** reported that Aerial Dance Marin has asked if they can offer a free
85 performance on the plaza during the September 6th First Tuesday ArtWalk. If the Arts
86 Commission agrees to host this performance, he will take the request to the Parks & Recreation

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87 Commission for approval which is required since the performance would include amplified
88 music. All Commissioners agreed to move forward with this request.

89 **Vice Chair Spott** reported knitting pieces continue to come in.

90 **Director McGrew** reported Operations Superintendent Boyd has given the ok to wrap the City
91 trees that are Plaza adjacent.

92

93 c. Evolution of the First Tuesday ArtWalk

94 **Commissioner Elkus** reported that the idea of changing the ArtWalk to Thursdays poses potential
95 conflicts. First, when the Council has to change their regular meeting date due to holiday or
96 scheduling conflicts. This would prevent the ability to host an artist reception in Council
97 Chambers. Secondly, Thursdays are more frequently rented for large events at the Community
98 Center which would prevent an artist reception in the Center lobby. She will research what
99 downtown business are open on Tuesday.

100 **Director McGrew** will look at how many Thursdays are already booked at the Community
101 Center and report back at the August meeting.

102

103 6. Concerts in the Plaza Update. Recommended Action: Receive and Discuss Information
104 and Direct Staff as Necessary.

105 **Director McGrew** reported Emeritus Commissioner Pakenham has requested help from the
106 Commissioners to distribute postcards and posters in various areas: Miller Ave corridor, Tam
107 Junction, Strawberry Shopping Center, Whole Foods Plaza along Blithedale, and into Tiburon.
108 Emeritus Commissioner Pakenham will cover downtown Mill Valley.

109 **Director McGrew** stated Commissioner Harris has suggested the idea of creating Concerts in
110 the Plaza T-shirts to be sold at the Concerts. The minimum order from Golden Goods is 150,
111 since the concert attendance usually is around 100 people per day, he is concerned that not all
112 will sell and then the Commission will be stuck with inventory they may not be able to sell. He
113 suggested looking at creating a design that is more evergreen so shirts can be sold throughout the
114 year.

115 David Dubin passed around a conceptual design idea with a more general design.

116 **Vice Chair Spott** and D. Dubin reported on specific details of costs for print screen shirts vs.
117 digital design shirts.

118 **Director McGrew** stated the Commission also needs to keep in mind the cost to have staff
119 present to facilitate the sale of shirts during events, must be done by senior level staff.

120 Commission directed staff to explore other design options using digital printing process and
121 report back to Commission at the August meeting.

122

123 **NEW BUSINESS**

124

125 7. Consideration of Changing the Date of the Arts Commission August 9, 2022 Regular
126 Meeting. Recommended Action: Receive and Discuss Information and Direct Staff as
127 Necessary.

128

129 It was **MOVED** by **Commissioner Singer** and **SECONDED** by **Commissioner Green** to
130 Change the August Meeting Date to August 10, 2022, beginning at 6:00pm. The Motion was
131 carried by a 4 - 0 vote with **None** dissenting.

132

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133 8. Arts Commission FY 22/24 Budget Review. Recommended Action: Receive and Discuss
134 Information and Direct Staff as Necessary.

135
136 **Director McGrew** reviewed and discussed with Commissioner the FY 22/24 budget. The
137 Commission's budget makes up a single line item in the City's entire budget. He stated that the
138 funds listed under Art in Public Places are listed as place holders, but do not need to be used in
139 that manner, there is the flexibility to decide to use the funds for other projects or events that
140 have been successful recently, but where not originally in the budget.
141 Staff and Commissioners discussed how to best use the Art in Public Places budgeted funds.

142
143 **STAFF AND COMMISSION REQUESTS AND IDEAS FOR DISCUSSION**

144
145 **Vice Chair Spott** and **Commissioner Green** requested a fundraising update

146
147 **ADJOURNMENT** – To the next Regular Commission meeting, which will be held on August
148 10, 2022, at 6:00pm at The Mill Valley Community Center, 180 Camino Alto, Mill Valley, CA
149 94941

150
151 It was **MOVED** by **Commissioner Singer** to Adjourn the meeting. The Motion was carried by a
152 4 - 0 vote with **None** dissenting.