

San Anselmo Arts Commission (SAAC)
Monthly Meeting Minutes
April 15th, 2019
Vista Room – Isabel Cook Community Center

1. **Call to Order:** 7:05 p.m.
2. **Roll Call:** Commissioners/Town Representatives present: Payton Alonzo, Kerrie McHugh, Barbara Shands, Kathee Shatter, Ben Cohen, Mattie O'Grady (Town Liaison)
3. **Absent:** Stacey Kamp, Jeff Ross, Callia Weisiger Vallas,
4. **Approval of November Minutes:** Approved.
5. **Public Expression:** None
6. **Treasurer's Report** \$11,172
7. **Discussion Items:**
 - A. **Music in the Park Update**
 - Rowan Brothers confirmed July 14th and TheHighway Poets confirmed July 21st
 - Matt Jaffe is confirmed for Country Fair Day
 - Ben reached out to a handful of more bands (vibe of bands is still being considered).
 - It is hard to find people with band members in Ross Valley (maybe start booking bands with members not from Ross Valley to keep new bands rolling in) **motion approved**
 - Banner goes up on June 2nd (preferably) FOR HUB
 - Poster needs names of bands by May 15th
 - Put names on posters **motion approved**
 - Maybe we have M.I.P. promote Beatles by doing slideshow/feature/other swag
 - Kerrie will follow up on the porta potties for the event
 - Dates for Music in the Park **June 23, June 30, July 14, July 21**
 - B. **Donations/Budget Review**
 - Cut back on log cabin(evens out in the end)
 - The art walk budget has been brought down to 500 dollars
 - Drake funds brought down to 500 dollars
 - M.I.P. went up \$150 per band (\$750 now instead of \$600)
 - C. **Movies in the Park**
 - D. **Website**
 - disable/remove featured artist (instead do music directory with band names, logos, and websites)
 - clicking on links takes you to their page with all their info
 - The calendar has been completed
 - The commission's website team needs to be fed more info on our current events.

- possible summer intern for website purposes (5-7 hours a week/unpaid/to help build website)
- Find out if there is a way to show past events on the website (possible way to archive bands)
- The website needs to be updated with Beatles 2019 graphics and information.
- Ben will work on getting band pictures and descriptions for the website (for MIP)

E. Creek Park Update

- 15 people turned in design applications and the committee has narrowed it down to 7 (all are credible people, some are local). The 7 are turning in back of envelope designs (3 will be chosen) and the Town Council will pick the winner.
- Fundraising events will kick off after June time period
- See if Creekside wanted to do fundraiser the Friday before the Beatles.

F. Social Media

- Post events from website on social media platforms
- Feature website/resources in post
- Matt Jaffe feature
- Create social media plan to show the lead up to events-maybe do a Beatles countdown

G. Upcoming Meetings

- Talk about Cedars art show.
- July meeting will be all about Beatles.
- Touch on Country Fair Day.
- C.F.D. booth placement(get creative with booth with stickers, cut-outs, etc).

H. Miscellaneous

- Ideally it would be good to have a list of every merchant and build it out to have an itemized list.
- At this time the commission has decided we do not have the bandwidth to curate art.
- Tally who took hearts from hearts project this year and who didn't
- Beatles images – lyrics are very hard to see. Possibly remove lyrics and feature MIP artists. This will save money.
- Check in with Stacey about the Beatles marketing.
- Callia's school/art event is not a conflict of interest and if the commission wants to promote it they can.
- We will need to cancel Beatles in 2020 or find an alternate venue (since Creek Park will be under construction). Downtown San Anselmo was discussed. This would involve much more work and is still TBD.

Commission comments & questions, requests for future agenda items:

- None

8. Adjournment: 8:27 pm

Next meeting: June 10, 2019 @ 7pm