

NOTICE OF REGULAR MEETING

Pursuant to Section 54954.2 of the Government Code of the State of California, a Regular Meeting of the **TRACY ARTS COMMISSION** is hereby called for:

Date/Time: **Tuesday, January 8, 2013, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **Grand Theatre Center for the Arts, Visual Arts 1**
715 Central Ave., Tracy, CA

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Tracy Arts Commission on any item, before or during consideration of the item, however, no action shall be taken on any item not on the agenda.

1. Call to Order
2. Roll Call
3. Items from the Audience - *In accordance with Procedures for Preparation, Posting and Distribution of Agendas and the Conduct of Public Meetings, adopted by Resolution 2008-140, any item not on the agenda brought up by the public at a meeting shall be automatically referred to staff. If staff is not able to resolve the matter satisfactorily, the member of the public may request a Tracy Arts Commission member to sponsor the item for discussion at a future meeting.*
4. Approval of Minutes from Regular Meeting on December 11, 2012
5. Correspondence
6. Old Business
 - A. Continue Discussion on Potential Sponsorship Efforts for the Music in the Park Series
 - B. Continue Discussion of the 2013/2014 Multi-Cultural Festival
7. New Business- None
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: December 21, 2012

The City of Tracy complies with the Americans with Disabilities Act and makes all reasonable accommodations for the disabled to participate in public meetings. Persons requiring assistance or auxiliary aids in order to participate should call City Hall at (209) 831-6000, at least 24 hours prior to the meeting.

Any materials distributed to the majority of the Tracy Arts Commission regarding any item on this agenda will be made available for public inspection in the Cultural Arts Division located at 715 Central Avenue, Tracy, CA during normal business hours.

**TRACY ARTS COMMISSION
REGULAR MEETING MINUTES
December 11, 2012**

1. **CALL TO ORDER:** Chairman Fuller called the meeting to order at 7:00 p.m.
2. **ROLL CALL:**
 - a. Present: Anne Marie Fuller; Tricia Hand; Marlene Jones; Nicole McClain; Grace Paget; Taranjit Sandhu; Mercedes Silveira
 - b. Absent:
 - c. Staff Present: Jeffrey Haskett, Cultural Arts Manager-Performing Arts, William Wilson II., Cultural Arts Manager-Visual Arts
 - d. Recorded By: Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:**
4. **APPROVAL OF REGULAR MEETING MINUTES FROM November 13, 2012**
 - a. Motion: Commissioner Jones
 - b. Second: Commissioner McClain
 - c. Abstain:
 - d. Vote: Approved
5. **CORRESPONDENCE:**
6. **OLD BUSINESS:**
 - A. **DISCUSS FUTURE SPONSORSHIP AND GRANT WRITING EFFORTS FOR MUSIC IN THE PARK:** Staff informed the Commission that they can accept a personal donation, but are unable to provide a table, banner or the ability to handout literature at the Music in the Park Series. Staff will check with the legal department to see if the Commission can at least acknowledge the individual at the series since there is a potential donation.

It was determined that there is a potential sponsorship opportunity with Safeway. The Commission also agreed Leprinos should be contacted for a sponsorship. An update will be provided at the next regular meeting in January.
 - B. **CONTINUE DISCUSSION OF THE 2013/2014 MULTI-CULTURAL EVENT:** A brief synopsis of the event was given to the new Commissioners and staff explained the purpose of the Summary Considerations for the Annual TAC Cultural Event. The Commission prioritized the event components which will be update on the Summary Considerations and handed out at the next meeting.

The Commissioners will need to determine the community groups and organizations they would like to partner with to bring resources and support. They are to bring their suggestions back at the next regular meeting where discussion will continue.

7. **NEW BUSINESS:**

- A. **REVIEW AND RECOMMEND CITY COUNCIL AMEND THE TRACY ARTS COMMISSION BYLAWS TO REMOVE ADVISORY COMMITTEE DUTIES:** The City has entered into a Memorandum of Understanding with the Grand Foundation. Under this agreement the Grand Foundation is responsible to serve in a cooperative and advisory capacity to City staff managing the Grand, and thereby replacing the existing Arts Education, Exhibitions, and Presenting Advisory Committees.

- a. Motion: Commissioner Paget
- b. Second: Commissioner McClain
- c. Abstain:
- d. Vote: Approved

8. **ITEMS FROM THE COMMISSION:** The Commission engaged in a brief discussion of activities attended by the Commissioners since the last meeting.

9. **ITEMS FROM STAFF:**

- a. **Cultural Arts Manager Wilson:** Informed the Commission that the roundabout project expected completion date is in June. However, the exact date is unknown. There will be a public dedication in the summer. The Civic Art Subcommittee will meet next month for an update.

10. **ITEMS FROM THE AUDIENCE:**

11. **ADJOURN:**

- a. Motion: Commissioner Jones
- b. Second: Commissioner McClain
- c. Vote: Unanimous
- d. Time: 8:32 p.m.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
January 8, 2013**

AGENDA ITEM 6.a.

REQUEST

**CONTINUE DISCUSSION ON FUTURE SPONSORSHIP EFFORTS FOR THE MUSIC
IN THE PARK SERIES**

DISCUSSION

At the December 11, 2012, Safeway was identified as a potential sponsor for the Music in the Park Series as well as Leprinos. An update regarding these potential sponsors will be provided.

If a potential sponsorship is procured, action will be required by City Council. At this time the Commission will need at least \$1400 in order to continue with five concerts for the Music in the Park Series. The total cost for five concerts is approximately \$15,000.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMENDATION

Continue Discussion on Future Sponsorship Efforts for the Music in the Park Series.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
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AGENDA ITEM 6.b.

REQUEST

CONTINUE DISCUSSION OF 2013/2014 MULTI-CULTURAL EVENT

DISCUSSION

Commissioners discussed the vision and goals for a future multi-cultural event during the months of October, November and December 2011. The attached worksheet documents the Commission's current planning for the event.

The Commission agreed to strategize planning the event in 2013/2014 and beyond.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMENDATION

Continue Discussion of 2013/2014 Multi-Cultural Event

Attachment – Summary Considerations for Annual TAC Cultural Event Worksheet V.4

Summary Considerations for Annual TAC Cultural Event – Worksheet V.4 12/13/12

1. Name Change of Event: from Multicultural to Cultural or Art(s)

> Festival/Fair/Fest

IE: Tracy Arts Commission presents (the)
2013 Arts & Cultural Festival 2013 Cultural Arts Fair Culture Fest 2013

2. Mission Statement:

The Tracy Arts Commission presents the (insert name) to offer a fun, educational and interactive experience to the citizens of Tracy. An annual family event that occurs in summer and celebrates the cultural diversity of our community through arts, food and entertainment.

3. Eliminated or Altered Components:

Commissioners to accept and believe this is a new event and leave the past in the past
Commissioners are committed to this event if funding can be secured in FY2013-14
Secured funding must not compete with or deplete Summer Concerts resources
Multicultural Festival was modest and at times weak; new event must be vibrant and strong
Commission to identify who/what makes the community special & cordially invite participation
Partner with community groups and organizations who bring resources and support
Schedule of concise performances and activities (10 to 15 minute slots) to pace event
Eliminate Global Village in favor of a more connected festival village environment

4. Prioritized Event Components

1. Day-long (Saturday / 4 to 5 hours) free and sponsored event
2. Cohesive event plot in Lincoln Park or the Downtown Park Plaza (stage, tents, banners, etc.)
3. Market to and engage youth and families
4. Interactive (hands-on/maker/take away/prizes) arts, crafts and activities by collaborators
5. Significant (at least 4 vendors) and quality selection of food and beverage offerings
6. Performances from local entertainers of all kinds (dance, martial arts, theatrical, etc.)
7. Visual Art from local Artists and Arts Organization
8. Music from local Singers, Musicians, Collectives and Cultural Organizations
9. Cross-section of authentic cultural collaborators (representative dress & educative experience)
10. Professional Headline Act (paid invited regional performers)

5. Next Steps

- TAC to identify who/what makes Tracy special for potential list of collaborators (2013)
- TAC to select name of event (2013)
- TAC to refine event vision/components (2013)
- CAD Staff to propose event floor plan based on TAC recommendations (2013)
- CAD Staff to estimate event cost (2013-14 Research Project based on recommendations)
- CAD Staff & TAC to analyze event resources (2013-14 Special Events Subcommittee Project)