

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, March 12, 2013, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **Grand Theatre Center for the Arts, Music Room 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 February 12, 2013, Special Events Subcommittee Special Meeting on February 20, 2013, Special Events Subcommittee Special Meeting on February 27, 2013
5. Correspondence
6. Old Business
 - A. Continue Discussion on the 2013/2014 Multi-Cultural Festival
7. New Business
 - A. Review and Approve Special Event Subcommittee's Recommendations for the 2013 Music in the Park Series and Direct Staff to Begin Negotiating Contracts with Performers
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: March 7, 2013

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
February 12, 2013**

1. **CALL TO ORDER:** Chairman Fuller called the meeting to order at 7:02 p.m.
2. **ROLL CALL:**
 - a. Present: Anne Marie Fuller; Tricia Hand; Nicole McClain; Grace Paget; Taranjit Sandhu; Mercedes Silveira
 - b. Absent: Marlene Jones
 - c. Staff Present: 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 January 8, 2013**
 - a. Motion: Commissioner Silveira
 - b. Second: Commissioner Sandhu
 - c. Abstain:
 - d. Vote: Approved
5. **CORRESPONDENCE:** Invitation from the LH Horton Jr Gallery for The Art of Jazz exhibiting from February 21-March 21, 2013.
6. **OLD BUSINESS: None**
7. **NEW BUSINESS:**
 - A. **APPOINT COMMISSIONERS TO THE FOLLOWING SUBCOMMITTEES: SPECIAL EVENTS; BUDGET; CIVIC ART; AND RE-GRANTING AND SCHEDULE MEETINGS AS NEEDED:** The following is a list of the new subcommittees:

| | | |
|---|---|---|
| Special Events: Grace Paget Mercedes Silveira Taranjit Sandhu | Civic Art: Marlene Jones Tricia Hand Nicole McClain | Budget: Anne Marie Fuller Nicole McClain |
| Re-Granting: Grace Paget Taranjit Sandhu | | |
 - B. **DISCUSS AND APPROVE COMMISSIONER MCCLAIN'S REQUEST TO WRITE A GRANT FOR THE MULTI-CULTURAL FESTIVAL:** Commissioner McClain gave a brief update on her research for a grant. She found that most vendors were looking for programing that benefited children and families. It seems as if the Multi-Cultural Festival is a better fit than Music in the Park. She would like the Commission to give her the

The term for the subcommittees is one year. The Special Event Subcommittee will have a special meeting on Wednesday, February 20, 2013, at 3:00 p.m.

ability to do the research for the grant so when the time comes everything will be ready for submission. Staff suggested when looking for the grant that Commissioner McClain should ask if municipal agencies qualify and can they act as their own fiscal agent. It is unlikely that the Commission will be able to partner with a 501 (c)(3). Staff will need to discuss with legal.

Staff was incorrect in listing the 501(c)(3) partners for the grant instead they are potential partners for the Multi-Cultural Festival.

Commissioner Silveira motioned to allow Commissioner McClain to begin the process of writing the grant for the Multi-Cultural Festival.

- a. Motion: Commissioner Silveira
- b. Second: Commissioner Hand
- c. Abstain: Commissioner McClain
- d. Vote: Motion 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. **CAM Wilson:** Handed out an update of the "Summary Considerations for the Annual TAC Cultural Event-Worksheet V.5 02/12/13" and informed the Commission of the following events:

February 15, 2013, African Queen
February 16, 2013, Chamber of Commerce Winter Gala
February 16, 2013, Gallery Talk
February 23, 2013, Elvis

10. **ITEMS FROM THE AUDIENCE:** Joel Reyna Jr. is a Stockton Arts Commissioner and the Field Representative for Susan Talamantes Eggman, Assembly Member 13th District. He informed the Commission of the two office locations for the Assembly Member and wanted to extend the opportunity to exhibit art that captures Tracy in the Assembly Member's offices.

In March Assembly member Eggman will be recognizing Linda Jimenez for her efforts and the Commission will be receiving invitations to the event. March also happens to be Women's History month.

11. **ADJOURN:**

- a. Motion: Commissioner Paget
- b. Second: Commissioner McClain
- c. Vote: Unanimous
- d. Time: 7:53 p.m.

February 20, 2013

1. **CALL TO ORDER:** The meeting was called to order at 3:00 p.m.

2. **ROLL CALL:**

- a. **Present:** Commissioners Silveira, Paget, and Sandhu
- b. **Absent:** None
- c. **Staff Present:** Jeffrey Haskett, Cultural Arts Manager
- d. **Recorded By:** Stacey Merjil, Administrative Assistant II

3. **ITEMS FROM THE AUDIENCE:** None

4. **REVIEW PROPOSALS AND SELECT BANDS FOR THE 2013 MUSIC IN THE PARK**

SERIES: The Subcommittee listened to seventeen different bands and ranked their favorites for the 2013 Music in the Park. Staff will provide the list of the bands at the next regularly scheduled meeting for the Commission to approve. The subcommittee recommends the series continue on Thursday evenings. The subcommittee also recommends staff continue the Emerging Artists.

The Subcommittee scheduled a meeting for Wednesday, February 27, 2013, at 3:00pm to discuss the location of the series.

5. **AJOURNMENT**

Time: 3:55 p.m.

February 27, 2013

1. **CALL TO ORDER:** The meeting was called to order at 3:13 p.m.
2. **ROLL CALL:**
 - a. **Present:** Commissioners Paget, and Sandhu
 - b. **Absent:** None
 - c. **Staff Present:** Jeffrey Haskett, Cultural Arts Manager
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None
4. **REVIEW, DISCUSS AND SELECT LOCATION(S) FOR THE 2013 MUSIC IN THE PARK SERIES:** The Subcommittee discussed opening the series at another park beside Lincoln Park. This will expose a different community to the series and possible increase the attendance at Lincoln Park. The subcommittee is recommending Veteran's Park to open the series on June 13, 2013, and the band Driving Force which is a classic rock band.
5. **AJOURNMENT**

Time: 3:26 p.m.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
March 12, 2013**

AGENDA ITEM 6.a.

REQUEST

CONTINUE DISCUSSION OF 2013/2014 MULTI-CULTURAL EVENT

DISCUSSION

The Commission continues to strategize planning the event in 2013/2014 and beyond. The attached worksheet documents the Commission's current planning for the event.

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.

Summary Considerations for Annual TAC Cultural Event – Worksheet V.5 02/12/13

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

> Arts & Cultural Festival

2. Mission Statement:

The Tracy Arts Commission presents the Arts & Cultural Festival 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 in October
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)

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
March 12, 2013**

AGENDA ITEM 7.a.

REQUEST

**REVIEW AND APPROVE THE SPECIAL EVENT SUBCOMMITTEE'S
RECOMMENDATIONS FOR THE 2013 MUSIC IN THE PARKS SERIES AND DIRECT
STAFF TO BEGIN NEGOTIATING CONTRACTS WITH PERFORMERS**

DISCUSSION

On February 20, 2013, the Special Event Subcommittee met to rank 18 different bands for the Music in the Park Series. The subcommittee also discussed the day, dates and time of the event and bringing back the Emerging Artists auditions. On February 27, 2013, the Special Event Subcommittee met to discuss the location for the series. The Special Events Subcommittee recommends the following:

Artists

- **Mariachi Colima**
- **Mighty Murphy's**
- **Zakiya Hooker and the Main Street Band**
- **East Bay Mudd**
- **Driving Force (Veterans Park)**
- **California Cowboys**
- **Savannah Blue (alternate)**
- **Blue – a – Fuse (alternate)**

Dates and Location:

- **June 13-Veterans Park 7 PM**
- **June 20-Lincoln Park 7 PM**
- **June 27-Lincoln Park 7 PM**
- **July 11-Lincoln Park 7 PM**
- **July 18-Lincoln Park 7 PM**
- **July 25-Lincoln Park 7 PM**

The Subcommittee is recommending Veterans Park for the first series. This allows for other communities to be exposed to the series. The Subcommittee also recommends bringing back the Emerging Artist to begin each concert. The Subcommittee will be responsible to attend the auditions of the students. The dates and times will be determined at a later date. Staff will need the Commission's approval to begin negotiating contracts with performers.

FISCAL IMPACT

Contract negotiations with the performers will use and not exceed the predetermined artist fees budget of \$5,000.

RECOMMENDATION

Review and Approve the Special Event Subcommittee's Recommendations for the 2013 Music in the Park Series and Direct Staff to begin negotiating contracts with performers.