

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, August 10, 2010, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **City Hall Conference Room 109**
333 Civic Center Plaza, 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
 - a. Regular Meeting on July 13, 2010,
 - b. Special Event Subcommittee Meeting on June 4, 2010
 - c. Special Event Subcommittee on July 23, 2010
 - d. Civic Art Subcommittee Meeting on July 8, 2010
 - e. Civic Art Subcommittee Meeting July 29, 2010
5. Correspondence
6. Old Business -None
7. New Business-None
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: August 5, 2010

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
July 13, 2010**

1. **CALL TO ORDER:** Chair Howard called the meeting to order at 7:02 p.m.
2. **ROLL CALL:**
 - a. Present: Barbara Howard; Mercedes Silveira; Anne Marie Fuller; Marvin Rothschild; Jass Sangha; Marlene Jones; Michael Hays
 - b. Absent:
 - c. Staff Present: William Wilson, II, Gallery Supervisor; Jeffrey Haskett, Technical Theatre Supervisor
 - d. Recorded By: Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** Deborah Littleton, Chair of the Civic Art Subcommittee; Christiana Frankel, Transportation Commission and Project Team Member; Larry Gamino Transportation Commissioner and Project Team Member addressed the Commission under item 6.a. Rebecca Fuller informed the Commission that the Dry Bean Festival Queen Pageant will be held on July 24, 2010, and tickets are on sale at the Grand Theatre.
4. **APPROVAL OF REGULAR MINUTES FROM June 8, 2010:**
 - a. Motion: Commissioner Silveira
 - b. Second: Commissioner Jones
 - c. Abstain: None
 - d. Vote: Approved
5. **CORRESPONDENCE:** None
6. **OLD BUSINESS:**
 - a. **Discuss Outcome of the Tracy Transit Station-Civic Center Projects:**

GS Wilson stated to the Commission that this was a milestone project for Civic Art since the Civic Art Plan was adopted in 2003. This was also the first time for multiple projects. The project began 17 months ago and is near completion with a dedication scheduled for July 24, 2010. The majority of the elements of the project were met. Feedback from the artist viewpoint was that the Request for Proposal (RFP) was too restrictive. GS Wilson asked for feedback from project team members and the Commission.

Project Team Member (PTM) Christina Frankel found the experience to be a fantastic opportunity. GS Wilson did a wonderful job of educating team members on the process. PTM Frankel thought the RFP was too broad and that there was a lack of support in the end from the City Council as to their vision for the project. PTM Frankel also stated the project team had a small budget but they were able to capitalize and leverage the artist's vision to get the most for their money.

PTM Deborah Littleton enjoyed working on the project and the ability of being able to fit the artist into the scope of work to get a number of pieces. She also enjoyed the teamwork aspects. The end product made it worth all the time put into the project.

PTM Larry Gamino felt the project turned out better than the concepts. He would like to see a balance of more artistry with workers that might be able to enhance the project in the future.

Commissioner Howard also served as a Project Team Member and felt the artists selected did everything in their power to accommodate the team's changes. She thanked William for his hard work.

GS Wilson informed the Commission that one project is left and should be installed by the dedication. Almost all of the artists will attend the event. GS Wilson is working with Tracy Signs on the signage for each piece. He is also working with code enforcement on the Braille for the signs. There was a thought to have a recorded walking tour, but it may not be ADA compliant. The Mayor, GS Wilson and a representative from the Transportation Commission will speak at the event.

7. **OLD BUSINESS:** None

8. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Silveira:** Attended the "Whole Enchilada" event sponsored by the Mexican Heritage Center. Recipes were on display and people were able to sample the food and take the recipes home. She also received positive feedback from the Valley Concert Band.
- b. **Commissioner Fuller:** Has been busy with the concerts. Stompy Jones did an encore for the crowd. She has received positive feedback from all of the concerts.
- c. **Commissioner Jones:** Attended the California Impressionist Exhibit at the Haggin Museum.
- d. **Commissioner Hays:** Working with the diverse elements of visual arts areas. Was able to have the Camera Club contact William and would like to work with other groups.
- e. **Commissioner Sangha:** Received positive feedback from the concerts. Suggested the Commission should look at having more next year. Attended the Grand Opening Sanzar a new Indian restaurant. Over 900 people were given a free lunch.
- f. **Commissioner Howard:** She has been unable to attend any of the concerts this year. She was recently in Seattle and took the underground tour.

9. **ITEMS FROM STAFF:**

- a. **Gallery Supervisor Wilson:** Handed out the Request for Proposal for the Civic Art Landmark project. He would like comments or any feedback by Friday morning. He is in the process of inviting individuals to be part of a 9-member team. At this time funding is only for the design phase and City Council will have the final decision. GS Wilson will provide updates to the Commission throughout the process. Commissioner Hays asked about the amount of ground space. It is about a 60ft space curb to curb and cannot exceed 60ft. Commissioner Rothschild asked if it was a flowing roundabout which it is. Commissioner Silveira inquired about the train engine at Dr. Powers Park being moved. Development and Engineering is working on the engine project and it looks like it might be possible when the western side is developed.
- b. **Technical Theatre Supervisor Haskett:** Informed the Commission that the Tracy Bean Festival is approaching and the Chamber of Commerce will be invoicing for the stage. The Commission was asked to sign-up for times to be at the stage on both days of the festival. TTS Haskett would also like the Commission to email him contact information if they have potential performers. The Special Event Subcommittee will meet next month to discuss the Global Village. A report on the summer Music in the Park will be presented at the next regular meeting.

10. **ITEMS FROM THE AUDIENCE:**

Larry Gamino stated he attended the Punjabi Cultural festival and enjoyed the event and there may be some groups from that event to have at the Tracy Bean Festival.

11. ADJOURN:

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|------------|-----------------------|
| a. Motion: | Commissioner Silveira |
| b. Second: | Commissioner Fuller |
| c. Vote: | Unanimous |
| d. Time: | 8:08 p.m. |

DRAFT

TRACY ARTS COMMISSION SPECIAL EVENTS SUBCOMMITTEE
SPECIAL MEETING MINUTES
Friday, June 4, 2010

1. **CALL TO ORDER:** Commissioner Howard called the meeting to order at 11:10 a.m.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Mercedes Silveira, Jass Sangha
 - b. **Absent:**
 - c. **Staff Present:** William Wilson, Gallery Supervisor; Jeffrey Haskett, Technical Theatre Supervisor
 - d. **Recorded By:** Matthew Morgan, Technical Assistant
3. **ITEMS FROM THE AUDIENCE:** None
4. **REVIEW, DISCUSS AND MAKE RECOMMENDATIONS FOR 2010 MULTI-CULTURAL FESTIVAL:**
TTS Haskett read and email from the City Manager informing staff that the Chamber of Commerce is not a suitable partner for the Multi-Cultural Festival. The Chamber of Commerce is reducing and limiting their efforts in the area of special events and focusing on business development and education. The event will have \$3,500 of funding if held as part of the Bean Festival. Lincoln Park is not an option. Therefore, the subcommittee needs to decide if the Multi-Cultural Festival will be held at the Theatre on 7th Street or in conjunction with the Bean Festival. Also, the subcommittee could decide not to have the festival and use the funds for the Music in the Park. If funds were shifted to the Music in the Park Series it would be for 2011.

Commissioner Howard does not see it has a festival but a music extravaganza. Commissioner Silveira feels the vendors would be competing with the Bean Festival vendors and it is not a viable option to have vendors. Commissioner Silveira suggested \$1,000 be spent on the arts and crafts and have community volunteers perform. The event would be limited to the Studio Theatre if held at the Grand. GS Wilson asked the subcommittee to define their vision for the event. Commissioner Silveira stated it was educational and entertainment with a global village.

Commissioner Howard stressed that with the limited space the event may not be worth it to have the event. Commissioner Silveira does not feel that the City ever supported the event. Commissioner Silveira felt that the event has not been supported by the City because every time the Commission tried to do something the City made it difficult or impossible. Commissioner Silveira made a motion to cancel the Multi-Cultural Festival.

TTS Haskett stated if the Commission wanted to keep the event and simplify it and look at multi-cultural entertainment then staff could look into one of the stages at the bean festival. Commissioner Howard stated to be a true Multi-Cultural Festival there would have to be a line-up of many different cultures. The arts and crafts and food would be eliminated. The global village could be set-up inside the Grand, but it is difficult to attract people. Commissioner Silveira knows that the budget and staff are limited and feels that the Commission has had their hands tied because they can not solicit sponsors.

Commissioner Sangha wanted to know what would happen to the Multi-Cultural Festival if the Commission decided not to have the event this year. GS Wilson stated the Commission would always have the opportunity to propose the event again, but it would be dependent on the reaction to the proposal going forward. Commissioner Howard noticed that when there is local talent individuals

come to see that particular performer and leave. The event was successful when talent was from out of town. Commissioner Sangha can have a cultural group perform without a charge. Commissioner Howard suggested only hospitality should be provided for local groups.

Commissioner Howard stated that the original vision the Commission had for the Multi-Cultural Festival no longer exists. There are two options for the festival. The first is a stage at the Bean Festival with tables, and the second option is limited to the Studio Theatre and lobby. Commissioner Sangha suggested staff look into having a stage at the Bean Festival.

GS Wilson noted that if it is in the Studio Theatre it would probably be a 3-4 hour event instead of an all day event. Volunteers monitor capacity throughout the theatre. Commissioner Howard asked for the subcommittee to come to a consensus of having the event at the theatre or at the Bean Festival. Commissioner Silveira would like the event to continue. Commissioner Sangha would prefer having the event outside and would like to hear the response from the Chamber of Commerce regarding the stage. Commissioner Howard would also like to look at the possibility of having the festival at the Bean Festival.

Commissioner Silveira withdrew her motion on the floor to cancel the Multi-Cultural Festival. Commissioner Howard suggested TTS Haskett send an email with the information from the Chamber of Commerce. GS Wilson suggested the subcommittee give their feedback individually at the Commission Meeting since it is on the agenda. Commissioner Silveira and Sangha prefer having the Multi-Cultural Festival outdoors. Priority one is the Bean Festival, Priority two is the Theater and Priority three is to cancel the event. Commissioner Howard suggested priority one to have at the Bean Festival and priority two to cancel. The subcommittee could not come to a consensus and final approval would have to be made by the Commission.

5. **ADJOURNMENT :**

a. **Time: 12:20 p.m.**

TRACY ARTS COMMISSION SPECIAL EVENTS SUBCOMMITTEE
SPECIAL MEETING MINUTES
Friday, July 23, 2010

1. **CALL TO ORDER:** Commissioner Howard called the meeting to order at 11:15 a.m.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Mercedes Silveira
 - b. **Absent:**
 - c. **Staff Present:**
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** Mitra Behnam was in attendance
4. **REVIEW, DISCUSS AND MAKE RECOMMENDATIONS FOR MULTI-CULTURAL STAGE AND GLOBAL VILLAGE AT THE BEAN FESTIVAL, SEPTEMBER 11-12, 2010:** Commissioner Silveira has a list of possible Global Village participants. The subcommittee would like to have a banner or some sort of acknowledgment that the stage is presented by the Tracy Arts Commission. Commissioner Silveira has a list of Global Village participants. The subcommittee has requested an application so Commissioner Silveira can send that out to the potential participants. The subcommittee has also recommended the application give information on items provided, parking and directions to the stage.

Commissioner Howard would like TTS Jeffrey Haskett to ask the entertainment if they would like to participate in the Global Village. The subcommittee would like to have international flags displayed. Commissioner Silveira will ask students once school starts if they would like to volunteer to make the flags and Mitra Behnam will speak with Westside Pioneers to see if they have any available flags.
5. **ADJOURNMENT :**
 - a. **Time: 12:05 p.m.**

**TRACY ARTS COMMISSION CIVIC ART SUBCOMMITTEE
SPECIAL MEETING MINUTES
Thursday, July 8, 2010**

1. **CALL TO ORDER:** Commissioner Jones called the meeting to order at 4:04 p.m.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Michael Hays, Marlene Jones
 - b. **Absent:**
 - c. **Staff Present:** William Wilson, Gallery Supervisor
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None
4. **Receive Presentation on the Downtown Plaza Civic Art Project:**

Associate Planner Scott Claar gave a brief PowerPoint presentation to the subcommittee on the Downtown Plaza Civic Art Project. The plan for the Downtown Plaza came from the Downtown Specific Plan process. The Downtown Specific Plan is still in draft form and is located on the City's website.
5. **Review Project Timeline and Recommend Downtown Plaza Project Team Members:**

GS, William Wilson informed the subcommittee there will be a series of meetings to review Request for Proposals (RFP) regarding the Civic Art Landmark to be placed in the roundabout at 6th Street and Central Avenue. Wilson gave a brief background on the RFP and how it works. At this time the funding is only for the design phase of the project. There is approximately \$200,000 for the design phase of the landmark. The City Council will have final approval of the landmark.

The subcommittee discussed recommendations for the Project Team Members. The makeup of the members is as follows:

- Historical
- Transportation
- Business Community
- Artist
- Community Member
- Parks Commissioner/Planning Commissioner

GS Wilson will contact potential members for participation.

The subcommittee also discussed the components and themes that are identified in the RFP. The title has now changed to City of Tracy Civic Art Project-Downtown Park Plaza Landmark. GS Wilson will update the RFP and send it to the subcommittee and will discuss at the July 13, 2010, Tracy Arts Commission Meeting.

The next meeting for the Civic Art Subcommittee is scheduled for July 29, 2010, at 6:00 p.m.

6. **ADJOURNMENT :**
 - a. **Time: 6:00 p.m.**

**TRACY ARTS COMMISSION CIVIC ART SUBCOMMITTEE
SPECIAL MEETING MINUTES
Thursday, July 29, 2010**

1. **CALL TO ORDER:** Commissioner Jones called the meeting to order at 6:15 p.m.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Michael Hays, Marlene Jones, Frank Cameron, Christina Frankel, Ray Morelos, Pete Mitracos
 - b. **Absent:**
 - c. **Staff Present:** William Wilson, Gallery Supervisor, Scott Claar
 - d. **Recorded By:**
3. **ITEMS FROM THE AUDIENCE:** None
4. **Downtown Park Plaza Landmark Proposal Review Orientation:**
Attached is the outline of the orientation for the Civic Art Subcommittee.
5. **ADJOURNMENT :**
 - a. **Time: 8:30 p.m.**

City of Tracy – Civic Art Plan – Downtown Park Plaza Project Outline

I. Civic Art Plan & Program Goals

Civic art projects contribute to the economic vitality of a city in many different ways. The arts can be a partner in the enhancement of the urban environment, bringing innovation and excitement to a range of projects from streetscapes to parks. Civic art fosters a sense of community pride and identity. In Tracy, civic art projects can celebrate the history of the city and build new relationships between the past and the future.

The growing Civic Art Program can work to enhance the downtown redevelopment, represent the diversity of the community, beautify our city, and celebrate the arts. As Tracy continues to shape an identity reflective of leadership within the Central Valley, civic art will help define that identity by creating new icons for the community to embrace, and for visitors to admire and reference.

In establishing and promoting the Civic Art Program, the City of Tracy aspires to achieve the following:

- To contribute to the quality of life of the residents of Tracy through the creation of high quality civic projects and access to a broad array of artistic experiences.
- To expand the knowledge and understanding of the community's history and culture.
- To celebrate the diversity of our neighborhoods and public spaces.
- To promote and produce aesthetic success.
- To support the economic vitality of the City through increased property values and cultural tourism.
- To reinforce downtown as a destination featuring the arts, education, and entertainment.
- To foster public/private partnerships for the creation and sustainability of civic art.

II. Request For Proposals Process

- Staff in collaboration with the Tracy Arts Commission – Civic Art Subcommittee establishes prospective project locations, applicable themes and corresponding budgets.
- Recommended total civic art project(s) is 1% of CIP – IE: \$4,000,000 CIP = \$40,000.
The budget includes all costs associated with the project but not limited to: design fees, travel, materials, fabrication costs, documentation and the transportation and installation of the artwork(s). A flexible contingency is often established to offset special installation issues such as signage and lighting if not provided elsewhere in the CIP.
- Cultural Arts Division releases Downtown Park Plaza Project RFP to eligible Artists and Designers. Cost to issue RFP is minimal and paid by the Cultural Arts Division. The Civic Art Plan also allows for the commissioning or purchase of a specific work if desired.
- Artists/Designers interested in this project must prepare and submit the following materials:

1. Statement of Intent explaining the Artist's interest and concept of the project.
 2. Current Resume. If submitting as a team, a current resume of all members should be provided.
 3. Project Line-item Budget to estimate in detail all project expenses to be incurred in order to design, fabricate and install artwork.
 4. Project Composite in the form of illustrations, models, and/or MAC/PC compatible CD-ROM/DVD for review.
 5. Support Materials representative of similar work/projects that may be applicable to the consideration and review of the proposal.
- Civic Art Subcommittee (Expert Project Committee) reviews conceptual proposals submitted by Artists & Designers.
 - Cultural Arts Division Staff seeks input from stake holders and public-at-large through the display of proposal materials and feedback surveys.
 - Civic Art Subcommittee recommendations submitted Tracy Arts Commission for review/approval.
 - Tracy Arts Commission recommendations to Tracy City Council for review/approval.
 - City of Tracy contracts Artist/Designer to produce final design. Compensation for final design is typically a \$500 flat fee for services paid from the project CIP.
 - City of Tracy contracts Artist/Designer to design, fabricate and install project.
 - Artist/Designer works with stakeholders to ensure communication and success.

III. Benefits of Utilizing the City of Tracy – Civic Art Plan

- Solicitation and review of conceptual proposals from Artists/Designers is of minimal expense, paid for and managed by the Cultural Arts Division.
- Proposals are reviewed by applicable experts including artists, designers, arts administrators, historians, transportation specialists, economic development specialists, etc. managed by the Cultural Arts Division.
- The proposal review process is vetted both by specialists and by the public-at-large at minimal expense, paid for and managed by the Cultural Arts Division.
- City assets are increased through the growth of the City Art Collection.
- City assets in the form of art or objects retain and grow in meaning and value to the community.
- Significant works in the City Art Collection include:
 - After The Fire* by Lawrence Noble - Bronze Sculpture
Fire Administration Building Plaza: \$125,000
 - Travel Through Time* by Pauline Tolman - Steel Relief Bus Shelter Panels (5)
Tracy Transit Station Plaza: \$38,000
 - Arc Point* by Timothy Rose - Steel Mobile
Grand Theatre Center for the Arts Lobby: \$25,000

IV. Proposal Review Orientation

The Project Team assembled is assigned two significant tasks to serve the Civic Art Subcommittee:

1. As a community ambassadors of the project, team members are expected to understand and promote the benefits of a landmark feature as part of a new downtown plaza as well as encourage and collect feedback.

- Civic Art – Strengths, Weakness and the always Controversial
- Public Feedback – Informal vs. Formal

2. The Subcommittee will review conceptual proposals from Artists/Designers and make finalist recommendation(s) to the Tracy Arts Commission.

- RFP Overview – Understanding the content and expectations of the issued RFP
- Artist's Proposals – What does a strong proposal include/look it? How do we evaluate proposals?
- Personal Taste – Good vs Successful Art – Conflict of Interests – Democratic Process
- Conceptual Proposals vs. Final Designs
- The Reward of Cultural Investment

V. Q&A