

# 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, May 10, 2011, 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 April 12, 2011
5. Correspondence
6. Old Business
  - a. Review, Discuss and Accept Donor Form, Script and Rack Card for Fundraising Opportunities
7. New Business
  - a. Select Emerging Artist Audition Dates
  - b. Select Commissioners to Emcee the 2011 Music in the Park Series
  - c. Review and Discuss Concession Sales Fundraiser at Music in the Park Series
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

**POSTED: May 5, 2011**

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  
April 12, 2011**

1. **CALL TO ORDER:** Chairman Silveira called the meeting to order at 7:04 p.m.

2. **ROLL CALL:**

- a. Present: Barbara Howard; Marlene Jones; Jass Sangha; Mercedes Silveira, Anne Marie Fuller; Michael Hays
- b. Absent: Ffjorren Zolfaghar
- c. Staff Present: Jeffrey Haskett, Technical Theatre Supervisor
- d. Recorded By: Stacey Merjil, Administrative Assistant II

3. **ITEMS FROM THE AUDIENCE:**

4. **APPROVAL OF REGULAR MINUTES FROM March 8, 2011; CIVIC ART SUBCOMMITTEE SPECIAL MEETING MARCH 17, 2011; BUDGET SUBCOMMITTEE MEETING MARCH 25, 2011:**

Regular Minutes March 8, 2011

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Jones
- c. Abstain: None
- d. Vote: Approved

Civic Art March 17, 2011

- a. Motion: Commissioner Howard
- b. Second: Commissioner Jones
- c. Abstain: None
- d. Vote: Approved

Budget March 25, 2011

The adjournment time was correct from 11:47 p.m. to 11:47 a.m. and Commissioner Hays' spelling was corrected on his last name from Hayes to Hays.

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Sangha
- c. Abstain: None
- d. Vote: Approved

5. **CORRESPONDENCE:** 2011 Americans for the Arts Annual Convention postcard was received.

6. **OLD BUSINESS:**

- a. **REVIEW AND APPROVE FUNDRAISING GOALS AND LEVELS:** The Tracy Arts Commission reviewed the Budget Subcommittee's recommendations regarding fundraising goals and levels. The goals and levels were designed for Commissioners to ask their peers, social and business affiliations for support of community programming. Commissioner Howard wanted to know what the sponsor would receive in return for their donation. She had a concern that it would be difficult to raise funds without designated sponsorship levels. GS Wilson stated that if a donor was interested in a sponsorship than the Commission would follow the guidelines under the City's Sponsorship Policy. The Budget Subcommittee did not set predetermined sponsorship levels. However, GS Wilson stated if a donor is interested in sponsorship then the contacting Commissioner

would give the donor's information to Staff in order to contact the donor and determine the sponsorship benefit. He also explained the Subcommittee's intent was to provide Commissioner's an entry level experience of fundraising through donations vs. an experienced effort of approaching large businesses and corporations for sponsorship support. GS Wilson reminded the Commissioner's that they have flexibility in their fundraising efforts as the City's Sponsorship Program was designed to support significant underwriting and was not intended to manage low level donations which can be managed by Commissioners and Staff.

Commissioner Howard was under the impression that the fundraising would be a marketing tool and the Commission would be able to give something back to the sponsor for their donation. Commissioner Howard thought it would be difficult to attain the goal if the Commissioners were not able to tell the sponsor what they receive in return.

In response, GS Wilson explained the Subcommittee felt it was beneficial to market and fundraiser for specific and timely programming, rather than attempt to market and fundraise for the TAC in general.

Commissioner Jones was concerned about the number of businesses closing, but there may be opportunities with bigger businesses. Commissioner Jones suggested giving a plaque, letter or certificate of recognition for the donation.

Commissioner Hays does not feel comfortable asking for donations by himself and would like to team up with another Commissioner.

Commissioner Sangha stated that small business may be too busy to meet/discuss with staff their desire for sponsorship.

Commissioner Fuller thought there should be some specific benefits for a donation. Commissioner Fuller also suggested Commissioners should pair up when asking for donations.

Commissioner Silveira liked the idea of a plaque or certificate of acknowledgement. Commissioner Silveira stated she will ask family and friends for donations.

GS Wilson stated to the Commission that one of their selling points is that the Music in the Park is a well established and strongly supported community based program. GS Wilson also stated that if the Commission is going to create a sponsorship program then the fundraising goals should be much higher to compliment their efforts in 2012-13.

The Commission will be given promotional brochure/card to leave with the donor, a script to utilize when seeking their donations and form to record the transaction. Staff has recommended as fundraising goals increase over time and that the Commission consider developing predetermined sponsorship levels for future use. Staff would present such a plan for City Council consideration.

- a. Motion: Commissioner Sangha
- b. Second: Commissioner Howard
- c. Abstain: None
- d. Vote: Approved

**7. NEW BUSINESS: NONE**

**8. ITEMS FROM THE COMMISSION**

- a. **Commissioner Jones**: Attended the Manteca Kindred Arts Concert and Sunshine Boys.
- b. **Commissioner Sangha**: Had a nice response to their Indian Celebration. The Punjabi Cultural Club will be holding an event at Dr. Powers Park on May 14<sup>th</sup> from 10am to 6pm.
- c. **Commissioner Fuller**: Attended an Evening of Hope benefit for the American Cancer Society.
- d. **Commissioner Silveira**: Went to Texas and attended a Renaissance Festival and a student play competition. She also had some personal pictures displayed for the Cesar Chavez celebration. The Mexican Heritage Center is having an exhibition titled Celebration Chicano Tattoos.

**9. ITEMS FROM STAFF:**

**Gallery Supervisor Wilson**: Channel 26 is unable to work on the promotional piece for Summer Entertainment Series. TTS Haskett and Recreation Supervisor Kim Scarlata are working with another film editor on the project. TTS Haskett will be revising the working budget for the Summer Entertainment Series based on portable staging expenses.

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

**11. ADJOURN:**

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Jones
- c. Vote: Unanimous
- d. Time: 8:39 p.m.

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
May 10, 2011**

**AGENDA ITEM 6.a.**

REQUEST

**REVIEW, DISCUSS AND ACCEPT DONOR FORM, SCRIPT, AND RACK CARD FOR  
FUNDRAISING OPPORTUNITES**

DISCUSSION

On April 12, 2011, the Tracy Arts Commission approved fundraising goals and levels. Staff is working to create a simple and effective promotional tool in the form of a brochure card to identify and promote programming. This card can be left with potential donors much like a business card.

Staff has also created a script outline to assist Commissioners when speaking publicly in support of TAC programming and fundraising efforts. In addition, Staff has created a simple form for Commissioners to use to manage donor contacts. This form records donor contact information and any sponsorship requests.

All forms have been attached for Commissioners to review, discuss and accept.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review, Discuss and Accept Donor Form, Script, and Rack Card for Fundraising Opportunities

Exhibit A: 2011 Donor Worksheet

Exhibit B: 2011 Donor Script

**Tracy Arts Commission  
2011-12 Donor Worksheet**



Commissioner: \_\_\_\_\_

Date: \_\_\_\_\_

Donor Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Donated: \_\_\_\_\_

Form of Payment: \_\_\_\_\_

Interest in Sponsorship: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_

Donor Signature: \_\_\_\_\_

Donations can be accepted in the form of Cash, Check, Money Order or Cashier's Check payable to the City of Tracy. Donations may be tax deductible; the City will provide Tax ID# to Donors with acknowledgement of support. Donors should consult with their Tax Professional to determine eligibility.

**Tracy Arts Commission  
2011-12 Donor Worksheet**



Commissioner: \_\_\_\_\_

Date: \_\_\_\_\_

Donor Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Donated: \_\_\_\_\_

Form of Payment: \_\_\_\_\_

Interest in Sponsorship: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_

Donor Signature: \_\_\_\_\_

Donations can be accepted in the form of Cash, Check, Money Order or Cashier's Check payable to the City of Tracy. Donations may be tax deductible; the City will provide Tax ID# to Donors with acknowledgement of support. Donors should consult with their Tax Professional to determine eligibility.

## Tracy Arts Commission - Fundraising 101 & Script Notes

1. Choose your potential donors wisely. You will have stronger success and foster collaboration by approaching donors who share your value of the TAC programming. Be thoughtful in identifying donors who share common interest and vision in public arts programming in our community. Also be aware of your existing personal or professional relationships in order to avoid conflicts of interest.
2. Prepare your materials and collect your thoughts prior to speaking with a donor, group or organization. Have the needed materials on hand and eliminate the need to shuffle through folders or baggage to obtain them. If working with a partner or in a team, determine who will take the lead in communicating with the donor. Your partner or teammates will serve in a support role providing additional information as needed
3. Introduce yourself in a confident, courteous and professional manner as a Tracy Arts Commissioner. This sets the tone of the conversation you are about to have and you want the donor to feel comfortable but understand you are out in the community doing the official business of the Commission.
4. Briefly explain the Tracy Arts Commission is seeking support for the upcoming 2011 Music in the Park concert series and Multicultural Festival. Ask if they have a few moments available for discussion or request a meeting day/time that they are available.
5. In engaging discussion with the donor, utilize the following talking points as needed:
  - The Tracy Arts Commission advises City Council on issues relating to arts in our community.
  - The Tracy Arts Commission works with the Cultural Arts Division of the City Manager's Office to present public programming including Music in the Park and the Multicultural Festival annually.
  - The Tracy Arts Commission has begun efforts to fundraise in the community in support of these popular programs due to City budgets cuts in these difficult economic times.
  - The goal is to fund approximately 10% of the TAC 2011-12 budget; \$2,500 by October.
  - The City of Tracy and the Arts Commission are committed to improving the quality of life in our community and these free, diverse, educational and fun events an important contribution.
  - The Tracy Arts Commission only asks donors to contribute an amount they see fit; the Commission does not require any minimums and welcomes nominal contributions.
  - The donor may choose to simply support Commission programming in general terms or they may specify how they would like their support to be used.  
IE: \$50 donation with to be used for Music in the Park and \$25 for the Multicultural Festival
6. Be prepared to discuss the purpose and benefits of Music in the Park and the Multicultural Festival:
  - Music in the Park is a favorite activity for Tracy families and audiences of all ages. For over ten years, this annual series of concerts has brought entertainment and excitement to parks in Tracy. Each week a different genre of music is featured in the beautiful summer evenings. This year, due the renovation of Lincoln Park, the concerts will be offered as part of the Summer Entertainment Series at Civic Center Plaza in collaboration with the Parks & Community Services events, Movies on the Plaza and Taste of Tracy. Attendance upwards of 1,000 people are expected at each of the seven concerts.
  - The Multicultural Festival is presented annually featuring local and regional performers, vendors and community partners in collaboration with the Tracy Arts Commission to celebrate the cultural diversity of our community. Demonstrations, concerts and exhibits are presented to provide educative and interactive opportunities that promote unity. The Festival has changed venue over the years, including Lincoln Park, Grand Theatre Center for the Arts and the Tracy Bean Festival.

## Tracy Arts Commission - Fundraising 101 & Script Notes

7. Give the donor the opportunity to ask questions; answer those questions you can accurately, and if need be explain to the donor that you will consult with City Staff and provide the answer(s) as soon as possible.
8. Upon confirmation that the donor wishes to support the Tracy Arts Commission, explain their donation can be submitted in the form of cash, check, money order or cashier's check payable to the City of Tracy. Donations may be tax deductible; the City will provide Tax ID# to Donors with acknowledgement of support. Donors should consult with their Tax Professional to determine eligibility.
9. Complete a Donor Worksheet for each donation; have the donor review the information and sign the form.
10. Secure the donation at this time or make arrangements to return at a designated day/time to retrieve donation.
11. Each Commissioner should thank donors sincerely with eye contact and note, upon payment, they will receive a donor support confirmation from the Cultural Arts Division within 5 business days. In addition, the Cultural Arts Division will acknowledge donors collectively in print with the production of a Donor List at the close of 2011 Music in the Park and Multicultural Festival programming.
12. In the event a donor is interested in supporting the Tracy Arts Commission at a level of support that would fund a sponsorship of programming, Commissioners will complete the Donor Worksheet and explain that the Staff of the Cultural Arts Division will contact them accordingly to discuss the wishes of the donor. It is anticipated that sponsorship opportunities could be established with support in the amount of \$500 and above. Sponsorship must be facilitated through the City of Tracy's Sponsorship Program with City Council review and approval. Sponsorship opportunities could include underwriting an event or event series, distribution of promotion materials, on-site participation in an event and additional marketing tools such as signage or advertising.
13. Donations and Donor Forms should be submitted to the Cultural Arts Division via Patron Services at the Box Office of the Grand Theatre Center for the Arts daily. The Box Office is open Monday through Friday from 10 am to 6 pm and Saturdays from 10 am to 2 pm. Cultural Arts Division Staff shall make deposits to the TAC account, maintain donor records and issue acknowledgement letters. Staff will send periodic notices documenting individual Commissioner goals and progress towards the overall fundraising goal to all Commissioners.
14. In the event a Commissioner receives a donation from a donor that does not wish to be documented or acknowledged, the Commissioner in receipt shall submit the donation on their behalf.



**CITY OF TRACY  
TRACY ARTS COMMISSION SPECIAL MEETING  
May 10, 2011**

**AGENDA ITEM 7.a.**

REQUEST

**SELECT EMERGING ARTISTS AUDITION DATES**

DISCUSSION

Emerging Artist is a young artist under the age of 18 that sings the National Anthem prior to the concert at the Music in the Park series. The Arts Commission conducts auditions for the youths to sing a cappella and then selects a singer for each of the summer concerts. The age range is 10 to 18 years.

Two Commissioners will be required to select the final emerging artists. Commissioners can either volunteer or the Chair can assign two Commissioners to select the artists.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Select Emerging Artist Audition Dates

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
May 10, 2011**

**AGENDA ITEM 7.b.**

REQUEST

**SELECT COMMISSIONERS TO EMCEE THE 2011 MUSIC IN THE PARK SERIES**

DISCUSSION

There are five concerts scheduled for the 2011 Music in the Park Series. The concert dates are as follows:

- June 17<sup>th</sup> - Megan Slankard (Pop/Folk)
- June 24<sup>th</sup> – Take 2 Band (Rock Cover) with Taste of Tracy
- July 8<sup>th</sup> - TradeWinds Dance Band (Swing/Big Band)
- July 22<sup>nd</sup> - Dean Moore Band (Jazz) with Taste of Tracy
- July 29<sup>th</sup> - Dave Crimmen (Rockabilly)
- August 12<sup>th</sup> - Buck Ford (Country) with Taste of Tracy
- August 19<sup>th</sup> - Scott Martin Band (Latin)

Commissioners who would like to emcee one or more concerts will need to provide staff with their first and second choices. Commissioners will introduce the Emerging Artist singing the National Anthem, make any special announcements, and introduce the performers. In addition, Commissioners are expected to greet the audience and distribute promotional materials from the Cultural Arts Division.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Select Commissioners to Emcee the 2011 Music in the Park Series

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
May 10, 2011**

**AGENDA ITEM 7.c.**

REQUEST

**REVIEW AND DISCUSS CONCESSION SALES FUNDRAISER AT MUSIC IN THE  
PARK SERIES**

DISCUSSION

On April 12, 2011, the Tracy Arts Commission discussed and approved fundraising efforts to generate \$2,500 in support for the summer concerts and multicultural event. In order to support TAC with their fundraising efforts, staff is recommending management of concessions for the Music in the Park Series at four concerts. Staff will provide the concession items for sale and all proceeds minus expenses will go towards TAC's fundraising goal.

IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review and Discuss Concession Sales Fundraiser at Music in the Park Series