

# 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 9, 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 July 12, 2011
5. Correspondence
6. Old Business
  - a. Continue Discussion of Fundraising Efforts
7. New Business
  - a. Discuss the Possibility of Combining the Farmers Market and Music in the Park, or other Concert Programming
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

**POSTED: August 4, 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  
July 12, 2011**

1. **CALL TO ORDER:** Chair Fuller called the meeting to order at 7:08 p.m.
2. **ROLL CALL:**
  - a. Present: Marlene Jones; Anne Marie Fuller; Barbara Howard; Jass Sangha (arrived at 7:27 pm); Ffjorren Zolfaghar
  - b. Absent: Mercedes Silveira
  - c. Staff Present: William Wilson, Gallery Supervisor
  - d. Recorded By: Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** Andy Frerichs addressed the Commission about a possible collaboration between the Farmers Market and Music in the Park. Mr. Frerichs has seen other cities have the two events on the same night and it has been successful for them. He cited the City of Concord as an example. When the two events joined over 3,000 people attended. However, one of the current events may have to be moved. If the events are combined Mr. Frerichs stated there will be sponsors. Mr. Frerichs was directed to also speak with the Tracy City Center Association since they sponsor the Farmers Market. The Commission has requested an agenda item discussing the Farmers Market and Music in the Park at the next Commission meeting.
4. **APPROVAL OF REGULAR MINUTES FROM June 14, 2011:**

Regular Minutes June 14, 2011 approved with correction under item 6. The sentence shall read Commissioner Silveira was elected vice-chair.

  - a. Motion: Commissioner Jones
  - b. Second: Commissioner Howard
  - c. Abstain: None
  - d. Vote: Approved
5. **CORRESPONDENCE:None**
6. **OLD BUSINESS:**
  - a. **Discussion Regarding FY 11/12 Fundraising Goals:** GS Wilson informed the Commission that this item was in response to the fundraising being in motion for several months and until this evening no donations had been recorded. Also, Commissioner Hays' resignation has increased the dollar amount for each Commissioner. The fundraising efforts will impact the fall events.

Commissioners Howard and Jones have contacted several people and given a status report on their progress. Commissioner Howard stated the biggest hurdle has been the "What's in it for me" responses. People wanted to give products, gift certificates or provide food. Most were not in a position to donate funds. Several of the businesses contacted were not happy with the City. They were unhappy about the fencing for last year's Bean Festival. They are unhappy with the Taste of Tracy taking away their business. The businesses want some concrete marketing in return. They did not want a certificate or poster with their name on it. Some even wanted to know why the Commissioners were asking for money when a new downtown event was started last week.

GS Wilson stated the Downtown Block Party is for the downtown district. Civic Center and 11<sup>th</sup> Street are not in the downtown district although they are in close proximity.

Staff designed a block party based on the available funding and what the City Manager had envisioned. The block party will continue even when the Downtown Plaza is built.

Commissioner Howard stated that some businesses are even going to Mountain House for their Music in the Park instead of Tracy. The business owners feel Mountain House is more receptive. Also the flyer was not very clear regarding the Taste of Tracy and Music in the Park. Many thought they had to pay for the concerts.

Tracy Toyota and Leprinos are interested in sponsorships. After much discussion the Commission decided they would like to offer a table for those who donate \$200 or more. The businesses would need to supply a pop-up for shade if they desire and a staff person to sit at the table. Staff will check to see if tables can be supplied.

Commissioners Howard and Jones are not confident they will meet their goal. They were extremely surprised about the negativity. GS Wilson asked if they had focused on other areas such as social organizations. Many are against the City.

Commissioner Howard felt the City was not willing to make a commitment to the Arts Commission and put funding into Music in the Park. She also stated it was difficult to have two events back to back since there is now a block party downtown on Saturdays.

The Commission agreed to continue fundraising and understood that without the donations the fall events may be in jeopardy. Those that have donated will be recognized at the Music in the Park and their names will be placed in the poster box at the Grand in the fall.

7. **NEW BUSINESS: None**

8. **ITEMS FROM THE COMMISSION**

- a. **Commissioner Zolfaghar**: TPAF/E-Academy will be presenting Alice in Wonderland. There are 50 children in the production from the summer camp.
- b. **Commissioner Howard**: Spoke to Andy Frerichs regarding the Farmers Market and Music in the Park. She also talked about the beautiful murals in the City of Hayward.
- c. **Commissioner Sangha**: Just came back from a vacation in Europe. She visited three different countries in 21 days.
- d. **Commissioner Jones**: Visited a photography studio in Hayward. It was a great show of local artists.
- e. **Commissioner Fuller**: She returned from Fresno for the Miss California Pageant. Her daughter was crowned California Princess. She was interviewed on the local news.

9. **ITEMS FROM STAFF:**

**Gallery Supervisor Wilson**: The City Council approved the design for the roundabout on 6<sup>th</sup> and Central Avenue. Staff is hopeful there will be enough funds in the CIP to cover the cost of the bronze statue. GS Wilson and TTS Haskett both attended the America for the Arts Conference in San Diego. They networked with various individuals at the event. The current art exhibition will continue for two more weeks.

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

11. **ADJOURN:**

- a. Motion: Commissioner Sangha
- b. Second: Commissioner Jones
- c. Vote: Unanimous
- d. Time: 8:46 p.m.

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
August 9, 2011**

**AGENDA ITEM 6.a.**

REQUEST

**CONTINUE DISCUSSION OF FUNDRAISING EFFORTS**

DISCUSSION

At the meeting on May 10, 2011, the Commission discussed and approved the rack card, donor form, and script in support of their FY 2011-12 fundraising goal of \$2,500. Shortly thereafter the rack cards were mailed out to each Commissioner to begin the process of fundraising.

At the meeting on June 14, 2011, Commissioner Hays informed the Commission he was resigning from the Commission. His resignation has increased the dollar amount for each Commission to fundraise from \$357.15 to \$416.67. The City Clerk's office is in the process of recruiting for a new Commissioner. The deadline is July 21, 2011.

At the meeting on July 12, 2011, the Commission decided a table would be provided to a donor at Music in the Park for a \$200 donation and above. Staff would provide a table and two chairs for the donor. The donor would be responsible for any pop-up tents they would like to have and they would also need to provide their own staff for the table.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Continue Discussion of Fundraising Efforts

**CITY OF TRACY  
TRACY ARTS COMMISSION SPECIAL MEETING  
August 9, 2011**

**AGENDA ITEM 7.a.**

REQUEST

**DISCUSS THE POSSIBILITY OF COMBINING THE FARMERS MARKET AND MUSIC  
IN THE PARK, OR OTHER CONCERT PROGRAMMING**

DISCUSSION

At the July 12, 2011, meeting Mr. Andy Frerichs addressed the Commission about the possibility of combining the Farmers' Market with the Music in the Park, or other concert programming. Currently the Wednesday Farmers' Market is experiencing a decline in attendance and Mr. Frerichs suggested the combination of the two events would increase attendance. Mr. Frerichs cited the City of Concord as successfully combining the two events. The combination of the Farmers Market and Music in the Park in Concord has seen an increase of attendance.

The Farmers Market is sponsored by Tracy City Center Association and contracted through Pacific Coast Farmers Market for the Wednesday and Saturday events. There are many logistical challenges to combining the events and it is likely this could not happen until next year. One of the Markets would have to be changed to a different day of the week or the Music in the Park would have to change dates accordingly. This may pose a challenge for the Music in the Park since it was changed to Fridays and changing the date again may cause confusion for residents.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Discuss the possibility of combining the Farmers' Market and Music in the Park, or other concert programming.