

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, November 8, 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 September 13, 2011 and Special Meeting Minutes on October 11, 2011
5. Correspondence
6. Old Business
 - a. Continue Discussion of Fundraising Efforts
 - b. Continue Discussion of the 2012 Multi-Cultural Festival and Global Village
7. New Business
 - a. Provide Update on the FY 2011-2012 Budget
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: November 3, 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
September 13, 2011**

1. **CALL TO ORDER:** Chairman Fuller called the meeting to order at 7:03 p.m.

2. **ROLL CALL:**

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

3. **ITEMS FROM THE AUDIENCE:**

4. **APPROVAL OF SPECIAL MEETING MINUTES FROM August 23, 2011:**

Special Meeting Minutes, August 23, 2011 with corrections:

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

5. **CORRESPONDENCE:None**

6. **OLD BUSINESS:**

A. Continue Discussion Regarding FY 11/12 Fundraising Goals:

Chair Fuller stated she had not seen the list of donors as of the meeting, but she was informed by staff that a poster was placed in one of the poster boxes. When she had inquired about it at the Bean Festival it had not been placed in the poster box until later that morning.

Chair Fuller asked the Commission if they had any donations to turn in or contacts that have been made and are pending.

Commissioner Zolfaghar said the individuals she had spoken to earlier had said they would donate but because she did not get back to them in a timely manner they were unable to donate. Commissioner Zolfaghar wanted to know what the new sales pitch was since the summer concerts have ended and if the Commission was going to continue to use the summer concerts for fundraising efforts.

Commissioner Fuller briefly explained the fundraising goals for the Commission to Commissioner Hand. Commissioner Hand has just recently been appointed to the Commission.

GS Wilson asked the Commission if the individual Commissioner fundraising goals were still pertinent. There are a few Commissioners who have exceeded their goals and a few who have not. So, the question is whether the Commission is still committed to those individual goals and does the Commission want to term limit the fundraising campaign. GS Wilson asked for an update of the expenditures for the summer concerts. TTS Haskett stated that not all of the bills have been paid and staff was waiting for

budget transfers from the special events budget. The estimated cost for the concerts is \$11,850 and staff does not know if the budget was exceeded until the final bills are paid.

GS Wilson stated the Commission could shift their fundraising efforts from the 2011 series to the 2012 series. If the Commission decides to offer a Multi-Cultural Festival that would provide another opportunity for their fundraising efforts.

Commissioner Howard stated that the budget process may not be generous next year and the Commission is still in a position to continue their fundraising efforts. Commissioner Jones stated everyone on the Commission needs to make a real effort to meet their goals and continue fundraising.

Commissioner Sangha said when she asked businesses for donations they could not understand why the Commission was asking.

Commissioner Howard stated the Commission previously raised \$17,000 to \$20,000 a year and much of it came from developers. Banners used to be on displayed for the donors at the concerts. Now the Commission is approaching small businesses.

GS Wilson asked if the Commission if they wanted an end date or did they want to continue fundraising. Most of the successful fundraisers have an end date. Chair Fuller asked for clarification from the Commission if they wanted to continue their fundraising efforts. At this time the Commission has been fundraising for 6 months. The Commission would like to continue their fundraising efforts with a May 15, 2012, deadline. This would allow potential donors the opportunity to budget for the donation and it would allow staff to prepare for the concerts and recognize those donors.

- B. Continue Discussion of Combining the Farmers Market and Music in the Park, or other Concert Programming:** TTS Haskett met with TICCA and they are not going to go outside of downtown. There is also some doubt that the Wednesday Farmers Market will continue.

Commissioner Howard stated that the Commission cannot put their event in jeopardy. The Commission has in good faith addressed Mr. Frerich's concerns and will not be able to combine the events.

7. **NEW BUSINESS:**

- B. Discuss the 2012 Multi-Cultural Festival and Global Village:** Chair Howard asked the Commission if they would like to continue to promote and continue the event. Commissioner Howard and Fuller both like the idea of attaching the event to Music in the Park. Commissioner Howard stated one of the problems with the event has been the change of dates and location of the event from year to year. There has been no consistency.

Staff approached CM Churchill and special events about combining the event with the opening of the Downtown Plaza. Unfortunately the plans are already in place for the Downtown Plaza and will not be changing.

TTS Haskett reiterated that the City Stage can only be used in the "A" format and typically in years past the stage has been used in the "C" format to accommodate the performers. The Commission has options to rent a stage but that will be based on their fundraising dollars. The stage that was used for the Music in the Park does not have

lighting or shade. The Commission will have to take this into account when planning their event.

Combining again with the Taste of Tracy is also an option, however the Taste of Tracy most likely will be moving to the Downtown Plaza next year. Commission Howard asked what the feedback was from the Taste of Tracy. Staff has not had a debriefing regarding the combined events.

GS Wilson stated the purpose of the agenda item was for the Commission to give the Special Event Subcommittee some ideas. The Commission as a body has not painted a picture of what the event is going to look like. So far the Commission has just pointed out that the event should be tied to Music in the Park; it needs to have some consistency.

Commissioner Howard believes the event needs to have a vision. The event started out with different entertainment on the stage, in the gazebo and on the grass and then there was the Global village to educate people. It has moved to the Grand Theatre and then the Global Village was on 7th Street and the food vendors left because it was not profitable.

There is a budget of \$5000 for the event and the special event subcommittee would need to meet and make recommendations how the money is spent.

Commissioner Howard stressed if the Commission was going to put on this event that they would have to make the commitment do a lot of the leg work.

Commissioner Hand asked what the vision was for the event. It sounds very isolated with the individual booths. She asked if the vision was to have everyone together. Is it a vision to have more inclusiveness uniting different cultures? She would like to have a vision that was more inclusive.

Commission Zolfaghar stated she doesn't necessarily think attaching an educational component to the Music in the Park makes sense since they may not be the same audience. Commissioner Zolfaghar does not know if the City will provide enough funding for the event to flourish the way it should.

Commissioner Silveira stressed the Commission is an advisory board that makes the recommendations which still need to be approved. The event also needs to be beneficial for the community.

GS Wilson stated to the Commission that they really have two options. They can make the event home grown and unique to the Commission and Tracy or they can identify what is great about other successful regional events and attempt to incorporate those elements into their event.

TTS Haskett suggested the Commission look into the local schools because many of them have very successful events.

The Commission offered many ideas for the event such as booths, food vendors, time of day for the event but did not come to a clear consensus as to what the event should look like. The Commission also briefly discussed if the subcommittee should continue discussing the event or if the entire Commission should continue discussions at their regular meetings. In the end the Commission decided to cancel the regularly scheduled meeting for a Special Meeting to be held on October 11, 2011, at 6:30 p.m. The purpose of this meeting is to conduct a workshop, led by staff, to develop a new Multicultural Festival for 2012.

8. ITEMS FROM THE COMMISSION

- a. **Commissioner Silveira:** Volunteered at the Global Village at the Bean Festival. She said she received positive feedback. The cultural names were placed on each canopy and they were allowed to sell items.
- b. **Commissioner Sangha:** Informed the Commission that a non-English play was sold out at the Grand Theatre on September 3, 2011.
- c. **Commissioner Jones:** Will be attending an Ansel Adams exhibit in Turlock.
- d. **Commissioner Howard:** Was out of town for the Bean Festival. She thanked Staff for the Music in the Park series.
- e. **Commissioner Zolfaghar:** Thanked staff for the Summer Concerts. She informed the Commission that members from E-Academy will be leaving for China on September 21, 2011. The Grand Theatre was extremely busy over the Bean Festival weekend.
- f. **Commissioner Hand:** Attended the Picasso exhibit at the DeYoung Museum in San Francisco. She thanked everyone for welcoming her and looks forward to being a part of the group.
- g. **Commissioner Fuller:** Stated one of the new exhibits this year at the Bean Festival was the Reptile tent.

9. ITEMS FROM STAFF:

- a. **Gallery Supervisor Wilson:** Informed the Commission that City Council approved the Livability Strategic Team. The scope will include a review of the Downtown Specific Plan and the development of an Arts District. The Civic Art Subcommittee's recommendations will be used in collaboration with LST input to development the design of the 11th Street Bridge. The Downtown Park Plaza should be ready early spring. There are 3 major phases with the Roundabout coming towards the end of the year. While the sculpture remains unfunded at this time, the work will be done for the base, including lighting, during construction.
- b. **Technical Theatre Supervisor:** Informed the Commission that the Season Brochure is out and that staff distributed over 3000 copies during Anniversary Weekend. The Discount Card is still being offered for a limited time.

10. ITEMS FROM THE AUDIENCE: None

11. ADJOURN:

- a. Motion: Commissioner Zolfaghar
- b. Second: Commissioner Silveira
- c. Vote: Unanimous
- d. Time: 8:55 p.m.

**TRACY ARTS COMMISSION
SPECIAL MEETING MINUTES
Tuesday, October 11, 2011**

1. **CALL TO ORDER:** Chair Fuller called the meeting to order at 6:34 PM.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Anne Marie Fuller, Tricia Hand, Marlene Jones, Jass Sangha (arrived at 6:46p.m.), Mercedes Silveira, Ffjorren Zolfaghar
 - b. **Absent:**
 - c. **Staff Present:** William Wilson, Gallery Supervisor; Jeffrey Haskett, Technical Theatre Supervisor
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None

4. **WORKSHOP TO DISCUSS 2012 MULTI-CULTURAL FESTIVAL AND GLOBAL VILLAGE**

GS Wilson met with Recreation Supervisor Kim Scarlata from the Parks and Community services department regarding the summer programming. A new audience was established and the event attracted some fresh faces. The cross-marketing was positive for the event. However, not enough was devoted to the overall marketing and the event lost touch with the loyal participants from Lincoln Park. The Concert audiences increased during the Taste of Tracy and appreciated the ability to purchase food.

Commissioner Howard was concerned the concert attendance was less than previous years. This may have been due to the change of location, date and merger with the Taste of Tracy. Many people did not attend because they thought they had to pay.

The Block Party will move to the new Downtown Park Plaza on 6th and Central Avenue in 2012. This area will be used for City events and operations first and second as collaborative partnerships with the City. At this time there will be no private rentals. This is a new venue the Commission may consider for future events. The Movies will also likely be moving to the downtown plaza. RS Scarlata is the City lead and will maintain the master schedule.

GS Wilson gave a brief outline for the workshop and includes the following.

- I. Vision/Narrative
- II. Outcome/Goals
 - Event is true to vision
 - Event within Budget Resources
 - Audience Growth-Who
 - Event Sustainability
- III. Current/Recent Structure
- IV. Other Local Regional Events
- V. Next Steps

GS Wilson reviewed the homework assigned to the Commissioners at the last meeting. He asked them to consider the following:

1. Consider your commitment
2. Event Vision (narrative=story & purpose)
3. Event Elements
4. Target Audiences

A general observation is that the Music in the Park audience may not be the same audience and that the old vision and mission of the Multi-Cultural event may no longer be relevant. The Commission briefly defined the audience as youth/family, Tracy diversity, demographics, schools, creative community.

GS Wilson asked the Commission the following question. "What is the Current Multi-Cultural Event?" Their response was the following:

- Educate/Entertain
- Version of Performing Arts stage
- Headliner
- Global Village
- Arts and Crafts
- Hospitality food, staff, tech assistance
- Marketing/Advertising

GS Wilson gave a handout of various festivals in the region. Some were specific while others were inclusive. Commissioner Howard thought the comparison was apples and oranges. GS Wilson stated the Commission is not trying to figure out where you event fits in. Commissioner Hand stated the base audience will also draw from other groups. Commissioner Howard stated the Commission went to every church and had meeting in the Community Center. These churches went back to their groups and got the buy in for the event. GS Wilson also stated the more collaboration the more differences of opinion occur. GS Wilson asked each Commissioner to give their thoughts on the event which has been recorded on the following chart.

WHAT IS EVENT TO BE IN 2012 AND BEYOND				
Commissioner	Vision	Strengthen	Weaken	Add/New/Reinvent
Anne Marie	Blending Cultures	More Acts Entertainers	Global Village (redundancy)	More demos, martial arts, ice cream
Barbara	Educate, Entertain cultural Experience	Quality Entertainers, Local and Professional, crafts and demos(interact), food	Inconsistency with date and time, season and location	Food/cookbook, fashion show, headliner talent, rename, sponsorships, banners, lights professional stage, kids zone, tents
Ffjorren	See, taste, touch, feel different cultures	Interactive! Food/Alcohol pacing	Long-winded performances	Rename, less display more fun, youth mindset, different, uncommon, more layers, fans
Jass	Display/experience, cultural music, food and arts	Publicity/branding(more)	Instability	Day long movies at the Grand. International film festival, Giveaway
Marlene	Interactive, media community reflection	Food recipes, interactive consistent, Global Village	Inconsistency as above	Games booth-prizes costume/dress more fun!
Mercedes	Annual Event, All Tracy residents, youth and family collaborative	Community outreach, participation, teamwork	Personal agendas, negativity	Maker Culture(slow vs. past), Banner based marketing streetscape village banners, flags
Tricia	"ART" Experience Cultural Diversity	Collaboration authenticity	Stereotypes	School contest to rename event, art exhibit, performance art, awards/culinary arts, cross collaborative branding

Staff will suggest a vision statement(s) for the Commission to choose from and provide an update on the cost of recent events as well as cost for future events.

5. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Hand:** Attended the Francesco Attashi piano concert and the Gallery Talk.
- b. **Commissioner Zolfaghar:** Attended the Mountain House Walk for Hydrocephalus.
- c. **Commissioner Howard:** Attended the Pleasant Hill festival
- d. **Commissioner Sangha:** Formed a non-political organization trying to bring cultures together.
- e. **Commissioner Jones:** Attended the Manteca Pumpkin Fair.
- f. **Commissioner Silveira:** The 16th of September Celebration had a great attendance. Queens from past events were present. The Tracy High School Band performed in the parade.
- g. **Commissioner Fuller:** Relay for life is beginning. Her daughter hula hooped for 2 hours. Daughter will do 3 hours for David Jacobson. The Relay for Life is May 19, 2012, at Kimball High School.

6. **ITEMS FROM STAFF:**

- a. **GS Wilson:** Gave an update on the 11th Street Bridge. Project Staff and Designers liked the pilaster designs feature vintage gas pump finials. There is not enough information regarding the retaining wall. The Bridge will be the gateway into the City from the East. At this time the bridge does not have full funding. Staff is also working on addition of an Arts District as part of the Downtown Specific Plan. The district will consist of two blocks; 6th Street to 8th Street and contain a combination of arts usage and business.

7. **ADJOURNMENT :**

- a. **Time: 8:29 p.m.**
- a. Motion: Commissioner Jones
- b. Second: Commissioner Silveira
- c. Abstain: None
- d. Vote: Motion Carried

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
November 8, 2011**

AGENDA ITEM 6.a.

REQUEST

CONTINUE DISCUSSION OF FUNDRAISING EFFORTS

DISCUSSION

As of September 1, 2011, the Tracy Arts Commission received donations in the amount \$2,545.00. Commissioners Howard and Jones combined their fundraising efforts for a total of \$2,195.00 and Commissioner Fuller raised \$350. Commissioners Sangha, Silveira and Zolfaghar have raised zero dollars. The Commission has agreed to continue fundraising until May 15, 2012.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Continue Discussion of Fundraising Efforts.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
November 8, 2011**

AGENDA ITEM 6.b.

REQUEST

**CONTINUE DISCUSSION OF THE 2012 MULTI-CULTURAL FESTIVAL AND
GLOBAL VILLAGE**

DISCUSSION

On October 11, 2011, The Tracy Arts Commission held a special meeting to discuss their thoughts on the future of the 2012 Multi-Cultural Festival and Global Village. Staff will provide an update regarding the cost of the event. Staff will also create a vision and mission statement for the Commission to review and discuss.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Continue Discussion of the 2012 Multi-Cultural Festival and Global Village.

**CITY OF TRACY
TRACY ARTS COMMISSION
November 8, 2011**

AGENDA ITEM 7.a.

REQUEST

PROVIDE UPDATE ON THE FY 2011-2012 BUDGET

DISCUSSION

The Tracy Arts Commission has requested a FY 2011-2012 Budget Update. Staff will provide an update to help plan for any future events.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Provide Update on the FY 2011-2012 Budget