

**TRACY ARTS COMMISSION
REGULAR MEETING MINUTES
February 11, 2014**

1. **CALL TO ORDER:** Chairperson McClain called the meeting to order at 7:03 p.m.
2. **ROLL CALL:**
 - a. Present: Nila Dhugga; Anne Marie Fuller, Marlene Jones; Nicole McClain; Grace Paget; Taranjit Sandhu; Mercedes Silveira
 - b. Absent:
 - c. Staff Present: William Wilson, Cultural Arts Manager – Visual Arts
 - d. Recorded By: Connie Reding, Clerical, Patron Services
3. **ITEMS FROM THE AUDIENCE:** None
4. **APPROVAL OF REGULAR MEETING MINUTES FROM January 14, 2014**
 - a. Motion: Commissioner Silveira
 - b. Second: Commissioner Paget
 - c. Abstain:
 - d. Vote: Approved
5. **CORRESPONDENCE:**
 - a. Call for Proposals from Modesto Art Museum for Art Bike Racks to be located in the Modesto Design District. Proposal guidelines were distributed; three different designs will be selected; deadline is 5 p.m. on 2/28/14.
 - b. Call to artists from Tracy Art League for applications for the 23rd Annual *Expressions!* Art Show; a flyer was distributed with exhibition calendar.
6. **OLD BUSINESS:** None
7. **NEW BUSINESS**
 - a. Discussion of the following five recommendations from Special Events Subcommittee (SES) pertaining to the Arts & Cultural Festival:
 1. Poster Contest with local K-12 Schools to promote the Festival
 - Contest should be limited to high school students only in first year to better connect with a teen audience and graphic design students.
 - Schools invited to participate should include Stein, Adult Education, Tracy, Millennium, Jefferson, Banta, West and Kimball.
 - As the school year ends annually in May, the contest should be introduced at the beginning the school year in August or September.
 - Guidelines for artwork and a schedule will need to be created and posters should be mass produced at a size of 11" x 17."
 - The Tracy Arts Commission should select finalists and then work with City Staff to place them on public display at the Grand Theatre Center for the Arts for public feedback.
 - 1st, 2nd, and 3rd Place winners can be awarded with tiered honors to include production of a professional poster, use in event marketing, credit line, certificate,

public display at festival, and cash award or scholarship award for art classes at the Grand Theatre Center for the Arts.

2. West Side Pioneers/Tracy Historical Museum Presentation/Exhibit
 - A combination of presentation and exhibit is preferred.
 - Interactive activities and show-and-tell would be valuable.
 - Tracy's history should be featured and include the industries of the railroad and agriculture, as well as all of the ethnic groups that contributed to the City's formation.
 - TAC should ask the WSP/THM for their expertise to identify resources and event components they would consider best to offer in the presentation and exhibit.
 - As the WSP/THM would be an invited guest to the Festival, the TAC should work to provide them with a prominent space and infrastructure to support their activities.
 3. Chinese Community representation at the Festival
 - It is important that Chinese labor be recognized as vital contribution to the history of Tracy working with the WSP/THM. WSP/THM representatives agree to support their inclusion.
 - Chinese Community can also be invited to be a featured performer at the Festival.
 4. Recruitment and Communication Tools to increase Festival participation
 - Recruitment Tools should include invitational letters and personal contact from Commissioners identifying Festival collaborators including 3 or 4 food vendors, as well as application forms for community participants in the Vendor Village.
 - High School Poster Competition
 - Comprehensive marketing package to include: poster, flyers/postcards, social media, advertisements in local newspapers and magazines, online advertisements, TUSD distribution, Channel 26, local radio, and Commission outreach whereby Commissioners would each make informational presentations to community and service organizations
 5. Festival beginning and ending times
 - The Festival should open to the public at 10:30 a.m.
 - The Festival should close to the public at 3:30 p.m.
- b. Commissioners commented on above items with the following suggestions:
1. Display the top 3 poster designs in the Grand Theatre honoring the creators; also have a small reception for poster winners inviting teachers, all students who submitted posters, and possibly approaching local merchants for assistance in contributing prizes for the winners.
 2. Try to have performances tie in with various cultural histories being displayed at the Historical Museum, including multiple representations of each culture, possibly using workshops, lectures, tutorials and/or a stage play to accomplish this.
 3. Tie in Tracy's train history to the events at the museum with a model train display; include marketing efforts toward the large number of train enthusiasts in the area.
 4. Make sure that events and displays are of interest to adults but focus primarily on children; make things engaging and interactive for families possibly having teachers guide children in some type of art activity.

5. Make sure the food vendors have exclusivity (no two of same food type).
 6. Make this a good opportunity for connecting with Tracy's Sister Cities.
 7. Market event to Tracy community as well as the surrounding 3-4 county radius; include marketing at TUSD; use various forms of media.
 8. Include contacts with Chinese Catholic Church for Chinese performers as well as the Asian/American Association (both in Mtn. House).
 9. Contact the Historic Museum to better understand what resources they have and what efforts they would most value to meet their organizational goals.
- c. The next step is the development of the event outline by staff, including plot, collaborators, feature performers, event infrastructure, schedule, and estimation of associated expenses.

8. ITEMS FROM THE COMMISSION

Commissioners each gave brief summaries of individual activities within the past month.

9. ITEMS FROM STAFF:

CAM Wilson scheduled the next Budget Subcommittee meeting for 2/25/14 at 11 a.m. The Special Events Subcommittee was also scheduled to meet at 6 p.m. on 3/11/14; they will meet with technical staff to begin discussing Music in the Park for 2014. CAM Wilson made note of the new Double Dip Gallery located in Lodi. He also stated he will be meeting with representatives of the Aspire Apartments private public art project and will update Commissioners as new information is available.

10. ITEMS FROM THE AUDIENCE: None

11. ADJOURN:

- a. Motion: Commissioner McClain
- b. Second: Commissioner Silveira
- c. Vote: Unanimous
- d. Time: 8:31 p.m.