

**TRACY ARTS COMMISSION  
SPECIAL EVENTS SUBCOMMITTEE MEETING MINUTES  
February 11, 2014**

1. **CALL TO ORDER:** The meeting was called to order at 6:08 p.m.
2. **ROLL CALL:**
  - a. Present: Grace Paget; Taranjit Sandhu; Mercedes Silveira
  - b. Absent:
  - c. Staff Present: William Wilson, Cultural Arts Manager – Visual Arts
  - d. Recorded By: William Wilson, Cultural Arts Manager – Visual Arts
3. **ITEMS FROM THE AUDIENCE:** None
4. **CONTINUE DISCUSSION OF REDCOMMENDATIONS FOR THE ARTS & CULTURAL FESTIVAL**

The Special Events Subcommittee (SES) discussed five components submitted for their consideration at the Tracy Arts Commission meeting held on November 12, 2013. The SES provided the following recommendations for each component:

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.
  - 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> 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 Cities 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.

5. **ADJOURNMENT:** 6:59 p.m.