

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, September 12, 2017, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **Grand Theatre Center for the Arts, Visual Arts 1**
715 Central Avenue, Tracy, CA 95376

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 2015-052, 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 the Special Meeting of August 22nd, 2017
5. New Business
 - A. Staff Request to Consider Re-Election of Vice Chair
 - B. Schedule 11th Street Bridge Civic Art Project Public Reception
 - C. Discussion of 2018 Summer Programming
6. Old Business
 - A. Continue Discussion of New Youth Programming for 2017-18
7. Correspondence
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: September 8th, 2017

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
SPECIAL MEETING MINUTES
AUGUST 22, 2017, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:04 p.m.

Roll call found Commissioners Borges-Soto, Dhugga, Fuller, Jones, Poole, Sandhu and Tillman present. Commissioner Jones was absent.

Staff Present: William Wilson, Cultural Arts Manager – Visual Arts

Recorded By: William Wilson, Cultural Arts Manager – Visual Arts

1. ITEMS FROM THE AUDIENCE

None

2. APPROVAL OF MINUTES FROM THE MEETING ON July 11th, 2017

ACTION Motion by Commissioner Fuller, seconded by Commissioner Borges-Soto to approve the minutes as amended. Voice vote found all in favor; motion carried 6:0.

3. CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

Commissioners continued discussion concerning the Emerging Artists Series and the Music in the Park – Summer Concert Series. Commissioners shared observations and feedback from across the four events.

Commissioner Borges-Soto was disappointed the concerts were not listed on the City website. CAM Wilson explained he requested the Tracy Arts Commission page on the City website include a link to the Music in the Park special events page on the Grand website, but that the edit was not made for unknown reasons. Commissioner Borges-Soto reported mixed feedback on the venue changes, but that she very much supported it and particularly enjoyed the final concert in conjunction with the Downtown Tracy Artwalk.

Commissioner Tillman also supported the venue rotation and stated he received positive feedback from the community. He added that he would like to see the series spread to other parks, as well as the addition of more community groups, a shade structure at the Downtown Park Plaza for the bands, and the sale of alcohol. Commission Tillman also stated that the bands were good given the budget available.

Commissioner Poole not only liked the different parks, but also the different audiences at each. She raised concern over the lack of stage lights at the first concert at Lincoln Park, and that CAM Wilson explained there was a technical problem, but that it was corrected and lights were provided by Trinity Productions at the other three events. Commissioner Poole suggested that the stage should be positioned differently at future events at McDonald Park.

Commissioner Sandhu voiced support for the venue changes, but noted the sunlight is still difficult for the band and audience at Lincoln Park.

Commissioner Fuller liked the different parks but heard mixed reactions from the public. She felt the Downtown Park Plaza concert was great and the Commission should consider moving the concerts to Friday evenings in the future. She noted disappointment in the lack of Channel 26's broadcast of the events. CAM Wilson explained that Channel 26 was requested through the City's permit application process, but that they can opt not to participate. Commissioner Fuller added that the addition of community groups and businesses to the concerts was positive and that they enjoyed the events.

Commissioner Dhugga also felt it was a good idea to change the park venues, noting she met new audiences and discovered more diversity in the community. She stated she received several comments regarding the Emerging Artists. While audiences were respectful of their singing of The National Anthem, they were not as supportive of the intermission performances, which resulted in the loss of audience members. Commissioner Dhugga explained she made an effort to walk and talk to the public and relayed their feedback including the need for more food and the support of Thursday evening events. She also suggested the need to improve the Emcee's role in the events, including more interaction with the community groups.

CAM Wilson congratulated the Commission, as the effort to improve the events and create new interest in the community was successful. He relayed the bands were happy to participate in the series and noted that the series ran smoother, with fewer technical challenges than in recent years citing the excellent job that Trinity Productions did, with the support of the City Staff. CAM Wilson agreed the Emcee role is important and that the Commission should consider a more formal approach to serving as host to the events. In addition, he acknowledged that the invited hospitality vendors had competition with other roving vendors in the parks, suggesting the hospitality could be better integrated into the future events. CAM Wilson closed the discussion informing the Commission that he was working with Staff to seek additional funding for the summer programming. He explained that Cultural Arts Division Staff no longer have the resources to support the programming as in years past, and that the Commission would be better served to improve the programming by working with a professional event planner who would be responsible for event design, talent and technical services. He envisioned an RFP could be issued in the fall with the goal of bringing the contractor on board in February of next year to begin the planning process.

The Commission requested a new agenda item at the meeting in September to begin discussion of summer 2018 programming.

4. CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2017-18

Commissioner Dhugga announced that the Youth Advisory Commission maybe working on a similar project. She suggested the need to re-connect with them by attending an upcoming meeting. Commissioners voiced their support of her effort to do so.

5. CORRESPONDENCE

None

6. ITEMS FROM THE COMMISSION

Commissioners each gave brief summaries of their individual activities relating to arts and cultural activities within the past month.

7. ITEMS FROM STAFF

CAM Wilson provided Commissioners with an update regarding the development of the Tracy Animal Shelter with information from Lani Smith, PD Division Manager.

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:12 p.m.

The above agenda was posted at the Tracy City Hall on July 27th, 2017. The above are action minutes. Materials distributed to the majority of the Tracy Arts Commission, staff records and/or audio recording is available in the Cultural Arts Division located at 715 Central Avenue.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
September 12, 2017**

AGENDA ITEM 5.a.

REQUEST

STAFF REQUEST TO CONSIDER RE-ELECTION OF VICE CHAIR

DISCUSSION

The Tracy Arts Commission (Commission) appointed Commissioner Fuller to serve as Vice Chair for Fiscal Year (FY) 2017-18 at the Meeting on July 11, 2017. In accordance with custom, the Commission nominated and appointed a Vice Chair from those Commissioners who were present at the Meeting. Commissioner Tillman was nominated, but absent. No procedure or rule requires the Commission to nominate and appoint a Chair from the Commissioners who are present at the meeting during the nomination. The Commission may opt to repeat the process to elect Vice Chair to ensure all Commissioners have the opportunity to be considered for the nomination and appointment of Vice Chair. Staff is requesting the Commission determine interest, and if supported, immediately proceed with the process to elect Vice Chair for FY2017-18.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMMENDATION

Consider Re-Election of Vice Chair

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

**CITY OF TRACY
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AGENDA ITEM 5.b.

REQUEST

SCHEDULE 11TH STREET BRIDGE CIVIC ART PROJECT PUBLIC RECEPTION

DISCUSSION

It is anticipated the new 11th Street Bridge will open to traffic in December. A Civic Art Program project in the form of porcelain enamel signs will be featured across the bridge pilasters, highlighting the local history of the Lincoln Highway across 11th St and through the business district. The Tracy Arts Commission has collaborated with Staff to provide input to this project since 2011. Staff is requesting the Commission schedule a public reception at the Grand Theatre Center for the Arts to introduce and celebrate the project with the community.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMMENDATION

Schedule 11th Street Bridge Civic Art Project Public Reception

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

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AGENDA ITEM 5.c.

REQUEST

DISCUSSION OF SUMMER 2018 PROGRAMMING

DISCUSSION

The Tracy Arts Commission worked to re-design the Emerging Artists Series and the Music in the Park – Summer Concert Series in 2017. A series of better quality events including youth singers, regional musical acts, community organizations, businesses and hospitality vendors at four different park locations was presented. In addition the Commission made a stronger effort to market the events by networking with citizens at/near the park venues, as well as utilizing social media. The results of these efforts included a significant improvement in the interest and support of the programming by the community-at-large with increased audience participation and positive feedback.

At the Special Meeting of August 22nd, Commissioners and Staff shared feedback and observations from the four concerts, valuable to the event planning for summer programming in 2018. CAM Wilson advised the Commission that Staff was working to better support the efforts of the Tracy Arts Commission forward by seeking additional funding, which would be used to hire a professional event planner. In preparation the Commission has requested that new discussion begin in September and continue throughout next year as the programming recommendations are formulated.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMMENDATION

Discussion of Summer 2018 Programming

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

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AGENDA ITEM 6.a.

REQUEST

CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2017-18

DISCUSSION

In January Commissioner Dhugga led a discussion for the Tracy Arts Commission to consider developing new programming designed to appeal to youth audiences, and to collaborate with youth groups, in 2017-18. As the Commission voiced interest and support in exploring such programming, it has been requested as an on-going agenda item for continued discussion.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMMENDATION

Continue Discussion of New Youth Programming for 2017-18

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II