

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, April 10, 2018, 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 Regular Meeting of March 13, 2018
5. Old Business
 - A. Continue Discussion of 2018 Summer Programming
6. Correspondence
7. Items from the Commission
8. Items from Staff
9. Items from the Audience
10. Adjournment

POSTED: April 6, 2018

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
MEETING MINUTES
March 13, 2018, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:03 p.m.

Roll call found Commissioners Bordes, Dhugga, Fuller, Lees, Poole and Sandhu present.
Commissioner Borges-Soto 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. SUBCOMMITTEE APPOINTMENTS FOR 2018

ACTION Commissioner Lees was appointed to serve the Civic Art Subcommittee in place of Commissioner Borges-Soto.

3. APPROVAL OF MINUTES FROM THE MEETING ON FEBRUARY 13, 2018

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

4. FORMATION OF AD HOC YOUTH PROGRAMMING SUBCOMMITTEE FOR 2018

ACTION Motion by Commissioner Poole, seconded by Commissioner Fuller to form a three member Ad Hoc Youth Programming Subcommittee (AHYPS) to serve through December 2018, tasked with continuing research in consideration of new youth programming, creating an event outline, and providing recommendations in effort to create a comprehensive vision for future programming. Voice vote found all in favor; motion carried 6:0.

Commissioners Bordes, Dhugga and Poole volunteered to serve the Subcommittee.
CAM Wilson advised AHYPS recommendations will be presented to the Commission in early 2019.

5. CONTINUE DISCUSSION OF 2018 SUMMER PROGRAMMING

CAM Wilson advised the Commission that Staff invited Commissioner Bordes to meet and review proposals received for an event consultant in support of Music & Picnic in the Park 2018. Trinity Productions (TP) responded to the Request For Proposals (RFP) at a bid of \$34,200.00. Staff recommended working with TP to clarify the scope of services and felt strongly that the actual project expenses would be significantly lower. Commissioners agreed that TP had provided excellent services in 2017 and was qualified to serve the Tracy Arts Commission's (TAC) programming forward.

The Commission agreed that Staff should seek to secure the event consultant's services at approximately \$18,000.00, with a \$2,000.00 contingency. CAM Wilson confirmed those amounts were consistent with Staff's estimated expenditures. Staff will meet with John Moore from Trinity Productions to negotiate in preparation of issuing a Professional Services Agreement.

Commissioners discussed their needed roles in the 2018 programming. Commissioner Bordes stated the TAC needs to be more hands-on as in years past, collaborate with hospitality vendors and restaurants, and provide band hospitality. He suggested the Special Events Subcommittee (SES) could take the lead to delegate tasks, and reminded Commissioners that it was important for everyone to contribute and interact with the public at TAC programming. Commissioners agreed it was important to do so and cited the need to address assisting in event set-up, improving marketing efforts, providing hospitality to invited community groups and businesses, and offering more effective recognition of collaborators with giveaways, acknowledgements and audience interaction.

A SES Special Meeting was scheduled for Tuesday, April 10th at 6:00 p.m. The SES will discuss programming components and provide recommendations as needed to the TAC for continued discussion, or review and approval, as needed.

6. CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2018-19

A Ad Hoc Youth Programming Subcommittee (AHYPS) Special Meeting was scheduled for Tuesday, April 17th at 6:00 p.m. The AHYPS will report to the TAC on-going, beginning at the meeting of May 8th, 2018.

7. CORRESPONDENCE

None

8. ITEMS FROM THE COMMISSION

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

9. ITEMS FROM STAFF

None

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:27 p.m.

The above agenda was posted at the Tracy City Hall on March 5, 2018. 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
April 10, 2018

AGENDA ITEM 5.a.

REQUEST

CONTINUE DISCUSSION OF SUMMER 2018 PROGRAMMING

DISCUSSION

The Tracy Arts Commission (TAC) 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 TAC 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 22, 2017 Commissioners and Staff shared feedback and observations from the four concerts, valuable to the event planning for summer programming in 2018. At the Regular Meeting of September 12, 2017 discussion began in preparation for summer programming in 2018.

The City is providing an additional \$13,000 to the TAC budget annually to better support the programming forward by working with a professional event consultant. Staff issued a Request For Proposals (RFP) in February 2018. Trinity Productions (TP) responded to the RFP and has been recommended to provide event support, talent recruitment and contracts, and audio/visual technical services. Staff is currently negotiating with John Moore of TP to finalize costs in support of event series.

Emerging Artists Series auditions need to be scheduled in late May/early June.

Music & Picnic in the Park – Summer Concert Series 2018 will be presented on:

- Thursday, July 12th, Lincoln Park, 7 to 9 PM
- Thursday, July 19th, Lincoln Park, 7 to 9 PM
- Thursday, July 26th, McDonald Park, 7 to 9 PM
- Friday, August 3rd, Downtown Park Plaza, 6 to 8:30 PM
(in conjunction with the Downtown Tracy Artwalk)

Downtown Tracy Artwalks are scheduled on Friday, June 29th, Friday, August 3rd, and Saturday, September 22nd from 6 to 8:30 PM.

As development of the summer programming continues, Staff and the Special Events Subcommittee (SES) will report to the TAC as needed.

FISCAL IMPACT

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

RECOMMENDATION

Continue 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