

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 11, 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 July 10, 2018
5. Old Business
 - A. Continue Discussion of Summer 2018 Programming
6. Correspondence
7. Items from the Commission
8. Items from Staff
9. Items from the Audience
10. Adjournment

POSTED: September 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
July 10, 2018, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:05 p.m.

Roll call found Commissioners Bordes, Borges-Soto, Dhugga, Fuller, Lees, Poole, and Sandhu present.

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

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

1. ITEMS FROM THE AUDIENCE

Ms. Uttara Makker addressed the Commission stating she appreciated their efforts in the community, has enjoyed attending the Downtown Tracy Artwalk, and is a friend of Commissioner Lees.

2. Election of Chair and Vice Chair for 2018-19

ACTION Commissioners Dhugga and Fuller announced interest to serve as Chair. Voice vote elected Commissioner Dhugga to serve as Chair; 4:2.

Commissioner Fuller accepted nomination by Commissioner Dhugga to serve as Vice Chair. Voice vote elected Commissioner Fuller to serve as Vice Chair; 7:0.

3. APPROVAL OF MINUTES FROM THE MEETING ON JUNE 12, 2018

ACTION Motion by Commissioner Fuller, seconded by Commissioner Borges-Soto to approve the minutes as amended. Voice vote found all in favor; motion carried 7:0.

4. CONTINUE DISCUSSION OF SUMMER 2018 PROGRAMMING

CAM Wilson and Commissioners reviewed the event duties and responsibilities for the upcoming concert series scheduled for July 12, July 19, July 26 and August 3. Commissioners identified events they would be attending late or would be unable to attend.

Commissioner Bordes explained how he will manage the band hospitality and concert picnic boxes. Commissioner Fuller advised she was working to secure an Emerging Artist for July 26. Commissioners stated they were working to promote the event series on social media. Commissioner Lees advised she will take the lead to distribute flyers in the neighborhoods of each event location.

CAM Wilson informed the Commission that Channel 26 would be present at concert in McDonald Park on July 26. The concert would not be broadcast live, but rather Channel

26 is using the event as a training opportunity for their Staff and to collect content that can be used to promote programming in 2019.

CAM Wilson advised the August meeting will be cancelled and that discussion should continue in September to debrief the concert series. Commissioners agreed to collect and report feedback at the meeting on September 11, as part of a discussion to identify the outcomes of the event series in 2018.

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

None.

8. ITEMS FROM THE AUDIENCE

Ms. Uttara Makker stated she supported the idea of public pianos in Tracy. CAM Wilson advised that Main St. Music on 10th St. had a public piano in collaboration with a local school. Ms. Makker inquired about Downtown Tracy Artwalk promotions and expressed concern stating that Flow Yoga on 10th St. was unaware of the events. CAM Wilson advised Cultural Arts Division Staff had distributed promotions across the district, but would request that promotional materials be delivered to Flow Yoga in response to the concern.

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:36 p.m.

The above agenda was posted at the Tracy City Hall on July 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
September 11, 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 negotiated with John Moore of TP to finalize costs in support of event series.

Emerging Artists are scheduled to perform The National Anthem at each event, and an optional song at intermission.

The Music & Picnic in the Park – Summer Concert Series 2018 was 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)

At the meeting of July 10, Commissioners agreed to collect and report feedback, and continue discussion at the meeting of September 11 to evaluate the outcomes of the event series in 2018.

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