

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, November 12, 2019, 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 Meeting of October 8, 2019
5. Old Business
 - A. Continue Discussion of 2019-20 Programming
 - B. Continue Discussion of Youth Arts Festival Timeline and Stakeholders
 - C. Continue Discussion of New Granting Program
6. Correspondence
7. Items from the Commission
8. Items from Staff
9. Items from the Audience
10. Adjournment

POSTED: November 7, 2019

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
October 8, 2019, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Lees called the meeting to order at 7:02 p.m.

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

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

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

1. ITEMS FROM THE AUDIENCE

The following attendees stated they were present to participate in the discussion for item 5.a.: Continue discussion of Youth Arts Festival Timeline and Stakeholders.

Susan Heinrich, 1220 Appalosa Way, Tracy
Karen Chiles, 1500 Cuneo Court, Tracy
Fran Demar, 1445 Sunrise Court, Tracy
Dawn Arbegard, 662 Darby Drive, Tracy
Linda Hennings, 1758 Ponderosa Drive, Tracy
Cynthia Reis, 1980 Thomas Dehaven Court, Tracy
Joy Cornish-Bowden, 2796 Daisy Lane, Tracy
Parum Gill, 8657 Ranch Road, Tracy

2. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON SEPTEMBER 10, 2019

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

3. CONTINUE DISCUSSION OF YOUTH ARTS FESTIVAL TIMELINE AND STAKEHOLDERS

Commissioner Dhugga provided an introduction to the project and overview of the approved Tracy Arts Commission (TAC) recommendations. Commissioner Taylor introduced herself as the moderator of the discussion. Commissioner Lees captured comments on the white board for reference throughout the discussion.

Commissioner Taylor asked the stakeholders present a series of questions in order to determine their interest and support, and to provide opportunity to offer suggestions outside of the TAC recommendations.

Q. Has a project like this been attempted by anyone?

Stakeholders could not identify any similar effort. The Grand Foundation's Student Film Festival, and past City and church events were cited as examples of others trying to offer teen programming.

Q. What do you think of this idea? Is this a worthy project?

Stakeholders agreed there is a definite need in the community for teen-specific activities and programming, and that the effort to identify what is appealing to youth is important. Project scope was discussed including branding, shared vision, stakeholder and participant feedback, and incentives for participation.

Q. What challenges do you foresee?

Stakeholders cited youth involvement in the planning and presentation of the event, in addition to communication with youth, local schools, and project leaders as significant challenges. Fundraising is needed and efforts could range from activities to sponsorships.

Q. How else can we get youth involved?

Stakeholders suggested communication with student organizations, use of surveys, teacher assigned participation for credit, and participation rewards such as public display and sale of art. The process to participate should be kept simple and easy to understand.

Q. How do we empower the youth to create and implement plans?

Stakeholders suggested empowering youth to create something and offer them public recognition as an important part of the process. Community service hours could be applied to working to produce a component or participate in the event. The event needs to "be cool" in the opinions of youth, with an atmosphere that is unique and creative in blending the arts together. It is important to remember the event should not be designed to serve the interests of adults.

Q. What event components do you envision?

Stakeholders offered several ideas for event components including hair and make-up activities, maker activities including fiber arts and rock painting, art contest, multiple stages/performance areas, battle of the bands, poetry slam, mural(s), and a faith component for church youth group participation.

Q. What does the event and/or your involvement look like to you?

Stakeholders felt that participation in the hundreds to a couple thousand would be realistic and successful. Success could be defined not only by attendance, but also by the desire to participate and support the event next year. Stakeholder involvement was

difficult to define at this point, with several participants citing the need to discuss the project with their affiliated groups and organizations.

Q. Who else should be involved?

Stakeholders suggested the TAC continue to pursue local performing arts groups and community organizations.

Q. Fundraising ideas?

Stakeholders suggested fundraising could be done in partnership with both small and large local businesses through events such as raffles, bowling night, or a pancake breakfast. Event sponsorships, booth rentals, and corporate donations were likely in support of such an event.

Commissioners and CAM Wilson thanked the audience for their participation. CAM Wilson explained the TAC will continue to explore potential project leaders and continue discussion at the meeting in November to determine next steps.

4. CORRESPONDENCE

None

5. ITEMS FROM THE COMMISSION

None.

6. ITEMS FROM STAFF

None

7. ITEMS FROM THE AUDIENCE

None

8. ADJOURNMENT

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

The above agenda was posted at the Tracy City Hall on October 4, 2019. 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
November 12, 2019

AGENDA ITEM 5.a.

REQUEST

CONTINUE DISCUSSION OF 2019-20 PROGRAMMING

DISCUSSION

The Tracy Arts Commission (TAC) met on September 11, 2018 to continue discussion of summer 2018 programming. Commissioners reported observations and feedback in effort to evaluate the success of the Music & Picnic in the Park – Summer Concert Series.

As a result, Commissioners agreed the event series did not meet its goals, is no longer relevant to the community, and to immediately begin a new development process in consideration of 2019 programming. The goals of this process are to provide Commissioners with a better understanding of the mission and role of the TAC in the community, and to develop new and more meaningful programming in 2019.

Commissioners agreed to begin discussion at the meeting of October 9 and maintain a standing agenda item forward in order to work on this project in a timely and effective manner. In November, Commissioners confirmed participation in Downtown Tracy Arts Week, a celebration of Tracy's cultural offerings between April 13 and 20, 2019. In January, Commissioners approved recommendations for a package of new programming and creative community support for implementation in 2019. In February, Commissioners approved recommendations from the Ad Hoc Youth Programming Subcommittee to create a new youth arts festival in 2020. In March, Commissioners approved budget recommendations for FY2019-20. The TAC has agreed to present a variety of visual and performing artists at the Downtown Tracy Artwalk on June 21, July 19, and September 21, and implemented a public survey on June 21. Surveys will be collected through September and the feedback will be considered in programming development forward.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of 2019 Programming

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
TRACY ARTS COMMISSION MEETING
November 12, 2019**

AGENDA ITEM 5.b.

REQUEST

CONTINUE DISCUSSION OF YOUTH ARTS FESTIVAL TIMELINE AND STAKEHOLDERS

DISCUSSION

The Tracy Arts Commission (TAC) is in the process of developing new and meaningful programming for 2019 and beyond. In February Commissioners approved recommendations from the Ad Hoc Youth Programming Subcommittee to create a new youth arts festival in 2020. In March Commissioners approved budget recommendations for FY2019-20, which identified the need to fundraise a minimum of \$10,000 to support the new event.

Commissioners agreed to begin discussion in May, with continued discussion in June and July, in order to create a working timeline for event development. At the May meeting the Commission moved to delay discussion until June. In June Commissioners formed a list of community stakeholders who could be invited to serve as part of the project team. The project team is envisioned to work collaboratively with the TAC to create, market, and contribute to the event. Commissioners invited stakeholders to attend the Regular Meeting of October 8 for project orientation and feedback.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of Youth Arts Festival Timeline and Stakeholders

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
TRACY ARTS COMMISSION MEETING
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AGENDA ITEM 5.c.

REQUEST

CONTINUE DISCUSSION OF NEW GRANTING PROGRAM

DISCUSSION

The Tracy Arts Commission (TAC) has adopted recommendations for the creation of a new Granting Program, and has approved a budget recommendation of \$4,000 (three grants of \$1,000 each and four mini-grants of \$250 each) in funding for FY2019-20.

The TAC previously offered a Re-Granting Program that was de-funded with budget cuts in FY2008-09, and seeks to offer a new and effective process in FY2019-20. The TAC seeks to strengthen their role and relationships in the creative community, while developing new and meaningful arts and cultural programming. The purpose of the Granting Program is to provide fiscal support for the creative community-at-large in support of the new programming in the City of Tracy.

The TAC is working with Staff to write Granting Program Guidelines, which will be used to inform the creative community about funding support and help educate candidates about the application process.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of New Granting Program

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II