

TRACY ARTS COMMISSION
MEETING MINUTES
January 10, 2017, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Fuller called the meeting to order at 7:01 p.m.

Roll call found Commissioners Borges-Soto, Dhugga, Fuller, Jones, Poole, Sandhu and Swanson present.

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 2017

Budget Subcommittee:

Commissioners Borges-Soto & Poole Alternate Commissioner Jones

Civic Art:

Commissioners Dhugga, Jones & Swanson Alternate Commissioner Borges-Soto

Special Events:

Commissioners Fuller, Poole & Sandhu Alternate Commissioner Dhugga

3. APPROVAL OF MINUTES FROM THE MEETING ON DECEMBER 13th, 2016

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

4. DISCUSS NEW YOUTH PROGRAMMING IN 2017

Commissioner Dhugga led a discussion for the Tracy Arts Commission to consider developing new programming designed to appeal to youth (age 12+) audiences, and to collaborate with youth groups (through the schools), in 2017-18.

Commissioner Dhugga explained she envisions the Commission offering a festival-type event geared towards youth, as other programming in the community caters to adults. She described the event being similar to the Arts & Cultural Festival with a main stage, vendors and local businesses. The event would be preferred in late-April or early-May, or as a back-to-school event in late-September or early-October, on a Friday after school from 4 to 7 pm. It could be held at the Downtown Park Plaza featuring local talent that represents the competitive nature of the schools in the community. Commissioner Dhugga stated a youth arts festival would be unique in Tracy, promote local talent in the visual and performing arts, and provide opportunities for youth to experience

participation in a large, public event. She also felt the event would market itself through social media.

Commissioner Borges-Soto stated this would be a fantastic new program that would place more focus on the Tracy Arts Commission in the community.

Commissioner Poole preferred the spring option and supported the middle and high school audiences. She envisioned photography, artworks, graphic design, WHS robotics, music and performers throughout the event. Commissioner Poole also voiced the need for periodic adult influence and felt the inclusion of games and gaming would be a big draw.

Commissioner Sandhu preferred the spring option and stated it was a good idea.

Commissioner Swanson stated it was an excellent idea and that the TAC should start working with administrators and teachers to support the event. He also expressed the need for volunteers and felt the event could be held at school football field.

Commissioner Jones suggested the inclusion of college students who could come back and speak with current high school students about their experiences.

Commissioner Fuller stated that if the TAC were to take on new programming, each Commissioner would need to commit. She also felt that most Commissioners would not want to develop programming that required them to keep fundraising. Commissioner Fuller stated there was not much community programming for middle and high school students to attend with their parents, and that if the event were marketed right it could be very successful.

CAM Wilson asked the Commission to take the time to consider several programming development questions: Is anyone else offering similar programming in the area? Is the TAC the proper group to offer such programming? What about the Youth Arts Commission? Does the TAC have the expertise to successfully develop and present this programming?

CAM Wilson cautioned the Commission that they recently committed to re-developing Music in the Park after failing to meet their goals with the Arts & Cultural Festival. The work to re-invent the summer concert series is not complete and has been identified as their current priority. He expressed that a similar youth event as described would incur more challenging issues including funding/fundraising, logistics at the location, collaboration with school districts, collaboration with minors, and require the services of an event coordinator and support staff.

Commissioners requested Staff to keep an on-going discussion item on future agendas.

5. CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

Commissioners continued discussion to refine the operational management of the recommendations below, including budget and event dates.

Emerging Artists

- network with local performing arts groups and schools to increase participation
- feature a different youth performer at each TAC event, as needed in 2017
- performers will sing The National Anthem, and optional song at intermission

Music in the Park

- continue concert series in June and July at Lincoln Park (and other locations) on select Thursdays at 7 pm, and at the Downtown Tracy Artwalk in August
- feature professional and diverse local/regional musical acts
- invite community visual and performing artists and organizations to participate
- invite community organizations and business to participate
- effectively network with surrounding neighborhood and beyond to increase audiences
- effectively host events by increasing community engagement at concerts
- add hospitality (food/beverages/cooling tent/seating) services and vendors
- create commercial and non-profit marketing program with sponsorship opportunities
- increase budget with funds previously used for the Tracy Arts & Cultural Festival

Commissioners continued discussion and agreed to the following dates and preferred locations for the Music in the Park – Summer Concert Series:

- Thursday, June 29th – Lincoln Park
- Thursday, July 13th – TBD
- Thursday, July 27th – Dr. Powers Park
- Friday, August 11th – Downtown Park Plaza (in collaboration with the Artwalk)

Commissioner Poole reported visiting McDonald Park and recommended the location as it includes a Tracer bus stop, sports amenities, new restrooms, shade, children’s play area, pavilion and street parking similar to Lincoln Park.

Commissioner Jones reported visiting Dr. Powers Park and recommended the location as it served other successful community events and includes restrooms, play space, shade, tennis and parking.

Commissioner Dhugga stated that Adams Park would not work as it lacks restrooms, Ceciliani Park may be possible as it has several amenities, and that she was not able to visit the 11th St. Sports Complex.

Commissioner Swanson will visit Veteran’s Park and Ceciliani Park and report back at the February meeting.

6. CORRESPONDENCE

None

7. ITEMS FROM THE COMMISSION

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

8. ITEMS FROM STAFF

CAM Wilson scheduled a Budget Subcommittee meeting on February 14th at 6 pm, a Special Events Subcommittee meeting on March 14th at 6 pm. He noted that the SES recommendations for summer concert performers should come to the Commission for review and approval at the meeting of April 11th in order to stay on schedule. CAM Wilson reminded Commissioners that the deadline for performer applications is March 1st and that they could direct any interested parties to the website atthegrand.org/musicinthepark for details.

9. ITEMS FROM THE AUDIENCE

None

10. ADJOURNMENT

ACTION The meeting was adjourned at 8:14 p.m.

The above agenda was posted at the Tracy City Hall on January 5th, 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.