

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, March 8, 2022, 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

**THIS MEETING WILL BE OPEN TO THE PUBLIC FOR IN-PERSON PARTICIPATION.
IN ACCORDANCE WITH THE CALIFORNIA DEPARTMENT OF PUBLIC HEALTH GUIDELINES, UNIVERSAL
MASKING INDOORS IS RECOMMENDED FOR ALL PERSONS REGARDLESS OF VACCINATION STATUS.**

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 2019-240, 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 February 8, 2022
5. Old Business
 - A. Continue Discussion of 2021 Annual Report for City Council
 - B. Continue Discussion of Downtown Street Banners Civic Art Project
6. New Business
 - A. Review and Approve Programming Recommendations for Downtown Tracy Arts Month, April 2022
 - B. Review and Approve 2022 Granting Program Request for Proposals
7. Correspondence
8. Items from the Commission
9. Items from Staff
10. Adjournment

POSTED: March 4, 2022

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
February 8, 2022, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:06 p.m.

Roll call found Commissioners Dhugga, Reis, Sandhu, and Skinner present. Commissioner Lees was absent.

Staff Present: William Wilson, Cultural Arts Supervisor

Recorded By: William Wilson, Cultural Arts Supervisor
Anna Cross, Cultural Arts Division Manager

1. ITEMS FROM THE AUDIENCE

None

2. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON JANUARY 11, 2022

ACTION Motion by Vice Chair Reis, seconded by Commissioner Sandhu to approve the minutes as amended. Voice vote found all in favor; motion carried 4:0

3. CONTINUE DISCUSSION OF 2021 ANNUAL REPORT FOR CITY COUNCIL

CAS Wilson provided the Staff Report. Chair Dhugga led a review of the Annual Report in preparation for the presentation to City Council on February 15. Chair Dhugga and Vice Chair Reis will both be remotely participating in the presentation as needed. All Commissioners were encouraged to view the meeting.

4. CONTINUE DISCUSSION OF PROGRAMMING FOR DOWNTOWN TRACY ARTS MONTH, APRIL 2022

CAS Wilson provided the Staff Report. Vice Chair Reis reported that Darius Waiters has confirmed his availability to participate in a Poetry Workshop on April 9. She is also working to confirm the availability of Miniya Brisbane as second instructor. CAS Wilson is working to confirm the classroom availability for the event, in consideration of the activities.

Discussion continued for Open Mic Night on April 21. Commissioner Skinner confirmed the availability of Aaron Branscum to serve as Emcee and DJ for the event, and Matt Jaffe as a featured performer at the event. Mr. Jaffe is a Bay-area singer/songwriter who is appropriate for periodic performance during the event. CAS Wilson asked the Commission if With Our Words, who are providing the Poetry Workshop instructors, should also be presented. Commissioners supported the idea of having additional acts presented. Chair Dhugga reported she will work to confirm the availability of Diwali dancers. Vice Chair Reis will work to have poets represented.

CAS Wilson advised that the Commission will review and approve recommendations at the March 8 meeting with the details available, and that the Commission can choose to add additional featured performers by amending the recommendations at that time.

Discussion continued with Commissioners voicing support to have the event set up in the round, inside of the Studio with cocktail tables, chairs, and atmospheric lighting. CADM Cross confirmed the event would have technical support and that concessions would be open.

5. CONTINUE DISCUSSION OF DOWNTOWN STREET BANNERS CIVIC ART PROJECT

CAS Wilson provided the Staff Report. Vice Chair Reis reported artists Pamela K. Wilhelm of Tracy, Jacob Alt of Tracy, Jose Luis Pina Moralez of San Francisco, and John Sterry of Lathrop have confirmed their interest in participating in the project. Commissioners reviewed works by these artists and selected two images from each that could be featured on the banners. Vice Chair Reis will work to confirm the artists' willingness to license two works for \$250 in order to stay within the estimated fees of \$1000. CAS Wilson advised that should the artists negotiate for additional fees, the overall TAC programming budget, including a contingency, would allow for additional project expenses.

6. CORRESPONDENCE

None

7. ITEMS FROM THE COMMISSION

None.

8. ITEMS FROM STAFF

CAS Wilson advised the Granting Program Request For Proposals will be on the March 8 agenda for review and approval.

9. ADJOURNMENT – Time: 8:47 p.m.

ACTION Motion by Vice Chair Reis, seconded by Commissioner Sandhu to adjourn.
Roll call vote found all in favor; passed and so ordered.

The above agenda was posted at the Tracy City Hall on February 4, 2022. 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
MARCH 8, 2022**

AGENDA ITEM 5.a.

REQUEST

CONTINUE DISCUSSION OF THE 2021 ANNUAL REPORT FOR CITY COUNCIL

DISCUSSION

City Council has requested that the Tracy Arts Commission (TAC) begin to provide an annual report. The TAC began discussion in June, 2021 in consideration of the time frame and information to be included in preparation to create its first annual report. The TAC reviewed and approved the 2021 Annual Report for City Council in December, 2021. Vice Chair Reis remotely presented the Annual Report to the City Council at their regular meeting on Tuesday, February 15, 2022.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of the 2021 Annual Report for City Council

Prepared By: William Wilson, Cultural Arts Supervisor

Reviewed By: Anna Cross, Cultural Arts Division Manager

Approved By: Anna Cross, Cultural Arts Division Manager

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
MARCH 8, 2022**

AGENDA ITEM 5.b.

REQUEST

CONTINUE DISCUSSION OF DOWNTOWN STREET BANNERS CIVIC ART PROJECT

DISCUSSION

The Tracy Arts Commission (TAC) approved the development of the Downtown Street Banners Civic Art Project as part of the FY2021-22 Budget and Programming Recommendations at the meeting of December 14, 2021. This pilot project seeks to introduce art into the downtown streetscape in a new and complimentary way. Staff has identified the project locations. The TAC is in the process of forming recommendations. Four artists will be commissioned to create original works of art, to be featured on four double-sided banners. Vice Chair Reis has worked to identify local-area artists for the Commission's consideration. Discussion will continue as needed, and it is anticipated the TAC will review and approve recommendations at the meeting of April 12.

FISCAL IMPACT

Appropriation of Tracy Arts Commission funding in the Cultural Arts Division budget in the amount of \$1,600 has been approved to produce four street banners.

RECOMMENDATION

Continue Discussion of Downtown Street Banners Civic Art Project

Prepared By: William Wilson, Cultural Arts Supervisor

Reviewed By: Anna Cross, Cultural Arts Division Manager

Approved By: Anna Cross, Cultural Arts Division Manager

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
MARCH 8, 2022**

AGENDA ITEM 6.a.

REQUEST

REVIEW AND APPROVE PROGRAMMING RECOMMENDATIONS FOR DOWNTOWN TRACY ARTS MONTH, APRIL 2022

DISCUSSION

The Tracy Arts Commission (TAC) has approved participation in Downtown Tracy Arts Month in April, 2022, with a budget of \$2,000 supporting four components or presented artists at \$500 each. The TAC began discussion at the meeting of January 11 in order to determine the programming elements in support of this event.

The TAC is in support of presenting a Poetry Workshop on Saturday, April 9 from 10 a.m. to 12 p.m., and an Open Mic Night on Thursday, April 21, from 6:30 p.m. to 8:30 p.m. at the Grand Theatre Center for the Arts. Discussion continued at the meeting of February 8, and the following recommendations were formed for the TAC's review and approval:

Poetry Workshop: featuring Poets Miniya Joy Brisbane & Darius Waiters of Stockton, CA
Grand Theatre Center for the Arts/Children's Studio or Visual Arts 02
Saturday, April 9, 10 a.m. to 12 p.m.
Free and open to the public.
Family-Friendly, Drop-in Activities include Haiku, Free-Form, Group Poem, Song Lyrics as Poetry, and Nursery Rhymes Remix.
Estimated total fees for services, supplies and hospitality are \$500

Open Mic Night: featuring Emcee/DJ Aaron Branscum & Singer/Songwriter Matt Jaffe
Grand Theatre Center for the Arts/Studio Theatre
Thursday, April 21, 6:30 to 8:30 p.m.
Free and open to the public.
Estimated total fees for services are \$400

FISCAL IMPACT

Appropriation of Tracy Arts Commission funding in the Cultural Arts Division budget in the amount of \$2,000 has been approved for programming components.

RECOMMENDATION

Review and Approve Programming Recommendations for Downtown Tracy Arts Month, April 2022

Prepared By: William Wilson, Cultural Arts Supervisor

Reviewed By: Anna Cross, Cultural Arts Division Manager

Approved By: Anna Cross, Cultural Arts Division Manager

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
MARCH 8, 2022**

AGENDA ITEM 6.b.

REQUEST

REVIEW AND APPROVE 2022 GRANTING PROGRAM REQUEST FOR PROPOSALS

DISCUSSION

The Tracy Arts Commission (TAC) had an active Re-Granting Program for several years that lost funding with budget cuts associated with the economic recession of 2007-09. As part of the TAC's on-going efforts to offer new and relevant programming in the community and provide resources to the creative community, a new Granting Program (GP) has been designed.

In March of 2019 the TAC approved the Budget Subcommittee's funding recommendations for FY2019-20 in the amount of \$4,000; three grants at \$1,000 each and four mini-grants at \$250 each. Public surveys collected at the Downtown Tracy Artwalk events in 2019 also identified support for grants at modest amounts up to \$1,000. Staff has created new GP guidelines and an application that are less complicated and more user friendly as the TAC recommended.

On behalf of the City of Tracy, the TAC would annually invite applications from Tracy-based artists of all kinds, arts educators, and arts organizations wanting to develop and presents arts and cultural-based projects in Tracy. Projects would be accessible to the public in the form of events and activities such as classes, exhibits, festivals, performances, etc. The GP will seek to strengthen resources available to the creative community, encourage and support collaborative projects, promote arts education while serving diverse audiences, and increase public access to the arts. Grantees would be required to submit a final report to help the TAC evaluate the outcomes of supported projects.

Executive review of the guidelines and application copy were completed in December, 2021. Staff has created a Request For Proposals for print and electronic distribution to promote the new Granting Program.

ATTACHMENT A

2022 Granting Program Request For Proposals

FISCAL IMPACT

Appropriation of Tracy Arts Commission funding in the Cultural Arts Division budget in the amount of \$4,000 has been approved for programming components.

RECOMMENDATION

Review and Approve 2022 Granting Program Request For Proposals

Agenda Item 6.b.
March 8, 2022
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Prepared By: William Wilson, Cultural Arts Supervisor
Reviewed By: Anna Cross, Cultural Arts Division Manager
Approved By: Anna Cross, Cultural Arts Division Manager



TRACY ARTS COMMISSION

2022 GRANTING PROGRAM

REQUEST FOR PROPOSALS

GUIDELINES

► Program Overview & Purpose

On behalf of the City of Tracy, the Tracy Arts Commission (TAC) welcomes applications for a new Granting Program for Tracy-based artists of all kinds, arts educators, and arts organizations who seek to develop and presents arts and cultural-based projects in Tracy. Projects must be accessible to the public in the form of events and activities such as classes, exhibits, festivals, performances, screenings, readings, and workshops.

The purpose of the Granting Program is to:

- Strengthen resources available to the creative community;
- Encourage and support collaborative projects;
- Promote arts education while serving diverse audiences;
- Increase public access to the arts.

Projects that receive grant support in the current fiscal year 2021-22 must occur in the fiscal year following award, July 1, 2022 through June 30, 2023.

The Tracy Arts Commission intends to award up to \$4,000 in grants:

- Three grants in the amount of \$1,000 each;
- Four mini-grants in the amount of \$250 each;
- Matching funding is not required.

► Eligibility Requirements

Tracy resident artists, arts educators, and arts organizations (both collectives and non-profits) are eligible to apply. Tracy residency is defined as having primary residence in the City, and/or teaching at a public or public charter school in Tracy, within the City limits.

All artistic disciplines including (but not limited to) dance, drama, literary arts, music, new media, and visual arts are eligible. Cultural projects relevant to the City's architecture, diversity, and history are eligible. Temporary public art projects are eligible.

Collaborative proposals, those involving two or more individuals or groups, must designate a Project Leader. The Project Leader will serve as fiscal agent, receive award, and manage the project from start through completion and evaluation.

Grantees and Project Leaders must be adults, 18 years of age or older. However, minors may participate in collaborative projects.

Grantees may receive awards for two consecutive years, and must wait one year before re-applying.

Grantees must submit required project evaluations after project completion in order to be eligible for future awards.

Non-residents and for-profit/corporate businesses are not eligible.

► Grant Application Review Process

The Tracy Arts Commission, with Cultural Arts Division (CAD) Staff support, will serve to review and evaluate Granting Program applications. The TAC will use the following criteria with each review providing a total possible high score of 75 (15 points x 5 reviewers) per application:

Artistic and/or Educational Excellence – 5 points:

Measure of the creativity (new, original and/or interesting ideas), quality (technical skills) and strength of content (concept and educational value) of the project.

Community Impact – 5 points:

Measure of the diversity and representation of the intended audience(s), activity/event location(s), viewer/participant engagement, and the applicant's collaborations within the project (if applicable).

Ability to Fulfill Project – 5 points:

Measure of the ability to develop and complete the project as described, the experience of the applicant and collaborators, and the project budget.

Each reviewer may score an application between 3/15 (lowest) and 15/15 (highest). After review, total scores will be determined and the TAC will award funds to those with the highest overall scores. In the event of tie scores, the TAC will continue discussion as needed to determine awards.

Tracy Arts Commissioners who have an employment or professional affiliation with an applicant or project leader within two (2) years of the application, shall recuse themselves from the evaluation of any related applications.

► Grant Award & Responsibilities

Cultural Arts Division Staff will manage the Grant Award to grantees. Awards are typically paid in full at the start of the project, when the grant agreement is fully executed (signed). In some cases, partial payments may be applicable and determined on a case-by-case basis.

Each grantee must meet the following requirements:

Acknowledge Tracy Arts Commission Granting Program support in all marketing and promotional materials, in print and electronic media. The CAD will provide to the grantee the required copy, logo, etc.

Submit project updates and changes, including schedule, to CAD Staff in writing for review and approval. Submittals must be provided quarterly prior to project completion in July 2022, October 2022, January 2023, and April 2023.

Grantee shall complete project within one year of award, or return of Grant Award in full.

Submit a final written report (including itemized revenue and expenditures) and project evaluation (feedback and outcomes) to the CAD within 30 days of completion of project. CAD Staff will provide the required document.

► Granting Program Schedule

Applications Released:	March, 2022
Granting Program Workshop:	Wednesday, March 30, 2022 6:00 p.m. at the Grand Theatre Center for the Arts
Application Deadline:	Monday, May 2, 2022 Received by 5:00 p.m. at the Grand Theatre Center for the Arts
TAC Review:	Tuesday, May 10, 2022 7:00 p.m. at the Grand Theatre Center for the Arts
Grant Agreements & Awards:	May/June 2022
Project Completion:	July 2022 – June 2023
Final Reports:	Due Within 30 Days of Project Completion

APPLICATION

Granting Program Application Checklist:

Please provide one complete copy of the application, loose (do not staple or bind) and in order, inside of a large labeled envelope, with the following components:

- Application Form
- Project Description
- Project Budget
- Project Leader(s) & Collaborators
- Support Materials

▲ **Project Budget**

Income

A. Contributed

- 1. Government (local/state/federal): \$ _____
- 2. Fundraising: \$ _____
- 3. In-Kind Services (volunteers/trades/etc.): \$ _____
- 4. Other (out of pocket/memberships/etc.): \$ _____

B. Earned

- 5. Admissions/Tickets: \$ _____
- 6. Concessions/Sales/Merchandise/etc.: \$ _____

Total Project Income: \$ _____

Expenditures

A. Personnel Fees

- 1. Artistic: \$ _____
- 2. Administrative: \$ _____
- 3. Technical: \$ _____

B. Operating

- 1. Advertising/Marketing: \$ _____
- 2. Facility/Rental: \$ _____
- 3. Travel: \$ _____
- 4. Supplies/Materials: \$ _____
- 5. Other: \$ _____

Total Project Expenses: \$ _____

▲ Project Leader(s) & Collaborators

Please identify the roles of all project leaders (important contributors) and attach resumes and/or biographies for all project leaders as needed. Please identify the roles of all project collaborators (project supporters in auxiliary roles).

▲ Support Materials

Please include up to three relevant and recent samples of your artist work that will help the Tracy Arts Commission evaluate the quality and characteristics of your work. Samples may include electronic or printed promotional materials, images, audio and video samples, etc. Electronic samples can be provided on a CD/DVD/USB flash drive.

All materials submitted to the City of Tracy, as part of the application/proposal(s), are public records subject to the California Public Records Act. Submission of proposal(s) constitutes the acceptance of these terms.

Completed applications are to be mailed and received, or dropped off at
Patron Services at the Box Office / Grand Theatre Center for the Arts
715 Central Avenue
by 5:00 p.m. on Monday, May 2, 2022.

Applications received late are ineligible and will not be reviewed by the Tracy Arts Commission.

For additional information/questions, please contact
William Wilson, Cultural Arts Supervisor at william.wilson@cityoftracy.org

