

# 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 10, 2024, 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 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 July 9, 2024
5. Receive 2023 Re-Granting Program Update
6. New Business
  - A. Review and Approve 2024-25 Funding and Programming Recommendations
  - B. Review and Approve 2024 Re-Granting Program Call For Applications
7. Correspondence
8. Items from the Commission
9. Items from Staff
10. Adjournment

**POSTED: September 5, 2024**

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 9, 2024, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

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

Roll call found Commissioners Lees, Reis and Sandhu present. Commissioners Dhugga and Jones were absent.

Staff Present: William Wilson, Cultural Arts Supervisor

Recorded By: William Wilson, Cultural Arts Supervisor

1. ITEMS FROM THE AUDIENCE

None.

2. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON JUNE 11, 2024

**ACTION**

Motion by Commissioner Sandhu, seconded by Vice Chair Reis to approve the minutes as submitted. Voice vote found all Commissioners in favor; motion carried 3:0

3. BEGIN DISCUSSION OF 2024-25 Funding and Programming Recommendations

CAS Wilson provided the Staff Report. Commissioners discussed programming goals and audience development.

Commissioners agreed that continuing support (\$3,150) for Open Mic Nights at the Grand represents the Commission's support of diversity in the arts. In addition, Commissioners acknowledged the results of investing in Arts Month (\$2,500) in the creation of hands-on/activity-based programming in collaboration with the local creative community. Commissioners agreed that the creative community would benefit from fewer, but larger awards (two grants of \$2,000 each) in the 2024 Re-Granting Program. Commissioners recognized the modest investment to provide hospitality to participants of the Downtown Tracy Artwalk events, as well as presenting Emerging Artists at the June event (total est. \$1,750) remains important and appreciated. At this time a small contingency (est. \$600) can support incidental costs associated with the Civic Art Program, and/or other minor expenses associated with approved programming.

4. ITEMS FROM THE COMMISSION

Commissioners gave brief summaries of their activities relating to arts and culture within the last month.

5. ITEMS FROM STAFF

CAS Wilson reported that the regular meeting on August 13 will be cancelled. He also advised that City Council will be conducting appointments to commissions with new procedures at public meetings in the future.

6. ADJOURNMENT – Time: 8:19 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 July 3, 2024. 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 10, 2024**

**AGENDA ITEM 6.A.**

REQUEST

**REVIEW AND APPROVE FY2024-25 FUNDING AND PROGRAMMING RECOMMENDATIONS**

DISCUSSION

The Tracy Arts Commission’s (TAC) programming funding resides in the administrative accounts of the Cultural Arts Division (CAD) budget. The TAC meets annually to discuss funding and programming, creating recommendations in effort to best meet goals. CAD Staff reviews and approves the expenditures. The TAC FY24-25 allocation is estimated to be \$12,000.

The TAC discussed the FY2024-25 Funding and Programming Recommendations at the meeting of July 9. These recommendations serve as an outline of TAC activities and events through June, 2025.

**2024-25 Funding and Programming Recommendations:**

- **Co-Present Open Mic Nights in the Studio:** **\$3,150**  
As part of the Grand Theatre Center for the Arts’ 2024-25 Presenting Season, supporting featured performers at nine events.
- **2024 Annual Report:** **N/A**  
Develop and present the Annual Report to City Council, as an overview of activities and projects in calendar year 2024, and include goals for 2025.
- **Participation in Arts Month – April 2025:** **\$2,500**  
Hands-on, community programming to be developed and presented at the Grand Theatre Center for the Arts.
- **2024 Re-Granting Program:** **\$4,000**  
Provide two grant awards of \$2,000 each.
- **Downtown Tracy Artwalk 2024-25:** **\$1,790**  
Provide participant hospitality in July 2024 **\$190**  
Provide participant hospitality in October 2024 **\$250**  
Provide participant hospitality in June 2025 **\$150**  
Present Emerging Artists (six first time participants @ \$200 ea.) June 2025 **\$1,200**
- **Youth Arts Festival:** **N/A**  
Resume stakeholder communications and meetings in order to form a Community Project Committee with participation of two Tracy Arts Commissioners.
- **Civic Art Program & Projects Contingency:** **\$560**  
Incidental Civic Art Program expenses and approved programming

FISCAL IMPACT

Tracy Arts Commission funding in the Cultural Arts Division FY2024-25 budget is estimated to be \$12,000.

RECOMMENDATION

Review and Approve the FY2024-25 Funding and Programming Recommendations

Prepared By: William Wilson, Cultural Arts Supervisor

Reviewed By: Brian Foisey, Project Specialist II

Approved By: Brian Foisey, Project Specialist II

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
SEPTEMBER 10, 2024**

**AGENDA ITEM 6.B.**

REQUEST

**REVIEW AND APPROVE 2024 RE-GRANTING PROGRAM CALL FOR APPLICATIONS**

DISCUSSION

The 2024 Re-Granting Program will award up to \$4,000 (two \$2,000 grants) to Tracy resident artists, arts educators, and arts organizations (both collectives and non-profits). With Tracy Arts Commission (TAC) approval, Cultural Arts Division (CAD) Staff will release the Call for Applications to the community-at-large in September.

An informational workshop will be held on Tuesday, October 8 at 6:00 p.m. Applications must be received by 5:00 p.m. on Friday, November 22, 2024 at the Grand Theatre Center for the Arts in order to be eligible for review. CAD Staff will present the eligible proposals for TAC review in December.

FISCAL IMPACT

Tracy Arts Commission funding in the Cultural Arts Division FY2024-25 budget is estimated to be \$12,000, with \$4,000 allocated for the 2024 Re-Granting Program.

RECOMMENDATION

Review and Approve 2024 Re-Granting Program Call for Applications

Prepared By: William Wilson, Cultural Arts Supervisor

Reviewed By: Brian Foisey, Project Specialist II

Approved By: Brian Foisey, Project Specialist II

Attachment A: 2024 Re-Granting Program Call for Applications



# TRACY ARTS COMMISSION

## 2024 RE-GRANTING PROGRAM

### CALL FOR APPLICATIONS

#### GUIDELINES

##### ▶ Program Overview & Purpose

On behalf of the City of Tracy, the Tracy Arts Commission (TAC) welcomes applications for the Re-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 Re-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 2024-25 must occur following award, between February 1 and June 30, 2025.

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

- Two grants in the amount of \$2,000 each;
- Matching funding is not required.

A Re-Granting Program Workshop will be hosted by Cultural Arts Division (CAD) Staff to help orientate applicants and answer questions. Attendance is not required to apply.

## ►► 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, for at least one year. Community non-profit organizations are required to have three years of continuous operations 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.

Projects focused primarily on religious socialization of participants, grantmaking, fundraising, or political lobbying are not eligible. Non-residents and for-profit/corporate businesses are not 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.

## ►► Grant Application Review Process

The Tracy Arts Commission, with Cultural Arts Division Staff support, will serve to review and evaluate Re-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 General Services 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 Re-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 prior to project completion or in April 2025. Grantee shall complete project by June 30, 2025, 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.

## ▶▶ Re-Granting Program Schedule

Applications Released:	September, 2024
Re-Granting Program Workshop:	Tuesday, October 8, 2024 6:00 p.m. at the Grand Theatre Center for the Arts
Application Deadline:	Friday, November 22, 2024 Received by 5:00 p.m. at the Grand Theatre Center for the Arts
TAC Review:	Tuesday, December 10, 2024 7:00 p.m. at the Grand Theatre Center for the Arts
Grant Agreements & Awards:	January – February 2025
Project Completion:	February – June 2025
Final Reports:	Due Within 30 Days of Project Completion

## **2024 APPLICATION**

### **Re-Granting Program Application Checklist:**

Please provide one complete copy of the application, loose (do not fold, 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

**▲ 2024 Re-Granting Program Application Form**

Applying as (select one):

Individual

Collective/Organization

Legal Name: \_\_\_\_\_

Title: \_\_\_\_\_

Collective/Organization (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website/Social Media/Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Project Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

I certify by my signature that I have reviewed all the information in this application and it is accurate.  
I also certify that I am not a convicted felon. If this statement is not true, please attach a supplemental explanation.

## ▲ Project Description

Attach a one to three-page description of your project, desired outcomes, and how it addresses the goals of the Re-Granting Program. Include a project timeline from start to finish, including important milestones. Consider how you will market/promote and measure the success of the project.

## ▲ 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 creative 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 USB flash drive.

Non-Profit 501(c)(3) Organizations must include a copies of IRS letter verifying tax-exempt status and California Articles of Incorporation.

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.

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Completed applications are to be mailed and received, or dropped off at:

Tracy Arts Commission 2024 Re-Granting Program c/o  
Grand Theatre Center for the Arts 715 Central Avenue Tracy, CA 95376

by 5:00 p.m. on Friday, November 22, 2024.

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](mailto:william.wilson@cityoftracy.org)

