

# NOTICE OF REGULAR MEETING

Pursuant to Section 54954.2 of the Government Code of the State of California, a Regular meeting of the **YOUTH ADVISORY COMMISSION** is hereby called for:

**Date/Time:** **Wednesday, February 8, 2012, 6:00 p.m.**  
*(or as soon thereafter as possible)*

**Location:** **City Hall Conference Room 203**  
**333 Civic Center Plaza, Tracy**

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Commission on any item, before or during consideration of the item, however, no action shall be taken on any item not on the agenda.

## **MEETING 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 2008-140, 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 Commission Member to sponsor the item for discussion at a future meeting.*
4. Approval of Minutes from Regular Meeting on January 11, 2012
5. Correspondence
6. New Business
  - a. Select and approve summer teen camp program and develop timeline
  - b. Discuss and approve utilizing the City of Tracy website to market YAC activities and upcoming activities and events
  - c. Discuss and approve ideas, programs and events for the Don't Text & Drive Campaign and appoint commissioners to subcommittee
  - d. Discuss the purpose of the YAC annual retreat to be held March 5 and assign two commissioners to a subcommittee to plan the retreat
  - e. Discuss the Youth Advisory Commission's commitment to host a volunteer project during National Volunteer Week, April 15-21, 2012
7. Old Business
  - a. Discuss the status of the 2011/2012 Youth Advisory Commission Goals and Work Plan
8. Items from Staff
  - a. Review events calendar
  - b. Dinner and a Movie... Just for Teens update
  - c. Spring break calendars
  - d. Letters of recommendation
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on March 14, 2012

**POSTED: February 2, 2012**

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 Commission regarding any item on this agenda will be made available for public inspection in the Parks and Community Services Department located at 333 Civic Center Plaza, Tracy, during normal business hours.

January 11, 2012

1. **CALL TO ORDER:** The meeting was called to order by Chair Shelton at 6:02 p.m.

2. **ROLL CALL:**

- a. **Present:** Arganbright, Gill, Goulart, Hong, Mizuno, Shah A., Shelton, Shibata
- b. **Absent:** Muscat, McGuiness, Shah K.
- c. **Adult Commissioners Present:** Shelton, Huffman
- d. **Staff Present:** Laura Johnston, Recreation Coordinator
- e. **Recorded by:** Stephanie Arganbright, Recreation Leader III

3. **ITEMS FROM THE AUDIENCE:** None

4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON November 9, 2011**

- a. **Motion to Approve:** Gill
- b. **Second:** Hong
- c. **Abstain:** None
- d. **Vote:** Approved by majority vote.

5. **Presentation- Bullying-Zane Johnston**

Zane Johnston the Financial Director for the City of Tracy gave a presentation on Bullying Called "The Most Popular Unpopular Kid." His presentation has a universal application with a universal message of knowing your own self-worth and that no one should make you feel that you are less than what you are. It is also to take pride in yourself and keep your own dignity. Do not let others gain power over you. Everyone is important and should be given respect. He said that Success in life will be determined by how well you get along with others who are not like you.

In his high school career he tried to fight the injustices of high school and how popularity is determined. He wanted to shine light on other activities and students who were not in the "in crowd." He wanted people to show up to other events besides the big sporting events. Through his struggles he learned many life skills which have made him very successful as an adult. All the things he wanted to accomplish in high school he did later in life through college and his careers.

His presentation hit the hearts of the commission and they appreciated his story and relate to it.

6. **CORRESPONDENCE:** None

7. **NEW BUSINESS:**

- a. **Discuss and approve YAC's marketing responsibilities with the "Dinner and a Movie...Just for Teens" event at the Grand Theatre**

This event will be held at the Grand on Friday February 24<sup>th</sup>, 2012 from 6:00pm-9:00pm. This event has been set up to help assist the Youth Advisory Commission in meeting Goal #2.1.A.1. The youth advisory commission is asked to help market this event. The time line to market will be short. Flyers will be handed out at the next meeting on February 8<sup>th</sup>, 2012 so the commissioners will have about two weeks to market at the schools.

The cost for the event is \$5 which includes dinner, free popcorn and the movie. The movie is still to be determined. Commissioners are to email three movie suggestions to Staff Johnston within the week. Dinner will be held in the lobby, which is also where the attendees can get their popcorn.

Commissioner Goulart suggest for YAC to serve as ushers for the grand. Staff Johnston

suggested that YAC could possible run the snack bar at one of The Grand's future events to increase the YAC's funds.

Other marketing suggestions: Facebook invite or page and tag their friends. Advertise on Facebook as a city function through the City of Tracy's Facebook. Select the High schools and the years and send the evite out to all the students who have their school listed on their Facebook.

You can register online.

Suggestion for YAC to volunteer at the event- shirts

Chair Shelton motioned to approve the responsibilities to market and promote the event.

**Motion to Approve:** Goulart

**Second:** A. Shah

## 8. OLD BUSINESS:

### a. Discuss the status of the 2011/2012 Youth Advisory Commission Goals and Work Plan and assign Commissioners to tasks

Staff Johnston suggested going through all of the goals that are supposed to be completed in December and January.

**1.1.A.1. Select one new program from the recommendation list:** Completion date January 2012; Commissioner Shelton assigned to task.

-Commissioner Shelton will email list to it to Staff Johnston by January 31<sup>st</sup>, 2012

**1.1.B.1. Research ways to integrate educational aspects into programs:** Completion date January 2012; Commissioners Gill and A. Shah assigned to task.

-Compose a list and email it to Staff Johnston by January 31<sup>st</sup>, 2012

**1.1.C.1. Research ideas to develop one new teen summer camp and compile a list:** Completion date December 2011; Commissions Shibata and McGuinness assigned to task.

-Summer Camp at the airport in correlation with the kids fly free day

-Eagle lakes camp

-Dance Camp

- All of the information needs to be complete by February 15<sup>th</sup> so that it can be in the Summer Activity guide

**1.1.C.2. Select a new camp and develop a timeline:** Completion date January 2012; All commissioners assigned to task

-Selection to be made next month

**2.1.A.1. Re-assign commissioners to each school in the Tracy community to act as a liaison for YAC to market teen programs and events (School announcements, leadership, flyers, etc)**

**Including K-8 schools:** Completion date December 2011. Commissioner K. Shah Assigned to task.

#### **High Schools**

-Delta Charter- Shibata

-Millennium- Arganbright, Goulart

-Kimball- A. Shah, K. Shah

-Stein- Shelton, Gill

-Tracy- Mizuno, Hong

-West- Muscat, McGuinness

**2.1.A.2. Develop a marketing timeline to promote each teen program and event:** Completion date ongoing; Depends on the event.

- February 2012, Hand out Fliers at the Schools for “Dinner and a Movie... Just for Teens”

**3.1.A.1. Utilize the list created at the YAC retreat and Commissioner's Dream Projects:** Completion date January 2012; Commissioners Shelton and A. Shah assigned to task.

-To be completed next meeting

**3.2.B.1. Select park clean ups:** Hoyt Dry climate park unless the City asks for another park to be cleaned up. Completion dates October 22, 2011, January 2012, March 2012, and June 2012: All commissioners assigned to task with the help of staff

**3.2.C.1. Don't Text and Drive:** Endorse campaign during Safe Driving week, during prom. Each school representative will bring the dates of their proms to the next meeting. Commissioners will also bring their school's event coordinator's name and contact info to coordinate on-campus activity and home-room events.

**9. ITEMS FROM STAFF**

**a. Calendars**

Staff Johnston told the commissioners about the calendars they were given at the start of the meeting from January-March 2012. YAC retreat date scheduled Monday, February 27.

**9. ITEMS FROM THE COMMISSION:**

Commissioner Gill asked to have the Ping Pong Tournament in conjunction with the School District to be added to next month's agenda. The commissions' duties would be to pick a date and help promote it.

Commissioners commented again about the bullying presentation and how it has impacted him.

Staff Johnston said that if the commission needs any ideas of anti-bullying campaign we could invite Zane Johnston to be a part of it.

Staff Johnston suggested for Tracy's YAC to discuss Lathrop's YAC visit from last month and have it put on next month's agenda.

**10. ITEMS FROM THE AUDIENCE: None**

**11. ADJOURNMENT: Next regular meeting on *February 8, 2012***

- a. Motion to Adjourn:** A. Shah
- b. Second:** Shibata
- c. Vote:** Approved by majority vote
- d. Time:** 7:35 p.m.

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 6.a.**

REQUEST

**SELECT AND APPROVE SUMMER TEEN CAMP PROGRAM AND DEVELOP  
TIMELINE TO CREATE AND MARKET**

DISCUSSION

In order to increase participation in teen programs hosted by the Parks & Community Services Department and to assist the Youth Advisory Commission in meeting Goal #1.C.2., the Youth Advisory Commission is asked to select a new summer day camp and develop a timeline in order to create and market the camp. The Commissioners responsibilities will be to market this event to local high school students via flyers, campus visits and social media and to host the camp by coordinating and leading activities. The Parks & Community Services Department will be hosting the camp during the summer.

RECOMMENDATION

That the Commission selects one of the ideas for a summer camp and develop a timeline to create and market the camp.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 6.b.**

REQUEST

**DISCUSS AND APPROVE UTILIZING THE CITY OF TRACY WEBSITE TO MARKET THE YOUTH ADVISORY COMMISSION AND ITS UPCOMING ACTIVITIES AND EVENTS**

DISCUSSION

In order to increase visibility of the Youth Advisory Commission and to meet the marketing Goal #2., the Youth Advisory Commission is asked to utilize the current City of Tracy, Parks and Community Services Department, Youth Advisory Commission website. The webpage would include individual or group pictures of the Commissioners and Commissioner biographies. An event calendar and flyers for upcoming activities and events will be posted along with photos of past events. The website would also include links to teen surveys in order to meet the needs of Goal #2.B.

RECOMMENDATION

That the Commission discusses and approves utilizing the City of Tracy website to market the Youth Advisory Commission and its upcoming activities and events.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 6.c.**

REQUEST

**DISCUSS AND APPROVE IDEAS, PROGRAMS AND EVENTS FOR THE DON'T  
TEXT AND DRIVE CAMPAIGN AND APPOINT COMMISSIONERS TO  
SUBCOMMITTEE**

DISCUSSION

In order to benefit the Tracy Community through community services projects hosted by the Youth Advisory Commissioner and to meet Goal #3.C.1., the Youth Advisory Commission is asked to approve a list of campaign ideas, programs and events for the Don't Text and Drive campaign through the end of the 2012 school year. Campaign ideas include a PSA to be shown at all schools throughout March and on-campus rallies. Staff recommends partnering with Allstate's campaign promise and giving out their marketing materials, partnering with high school leadership groups, athletes and school councils to take the pledge, promoting campaign at local community events such as the Sutter-Tracy Health air and Downtown Farmer's Markets, and utilizing social media to spread the word.

The YAC Chair will need to appoint a subcommittee to work with staff and to schedule the subcommittees first meeting with staff in February.

RECOMMENDATION

That the Commission discusses and approves a list of campaign ideas, programs and events for the Don't Text and Drive campaign and appoint commissioners to a subcommittee.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor



**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 6.d.**

REQUEST

**DISCUSS THE PURPOSE OF THE YAC ANNUAL RETREAT TO BE HELD MARCH 5  
AND ASSIGN TWO COMMISSIONERS TO BE ON THE SUB-COMMITTEE TO PLAN  
THE RETREAT**

DISCUSSION

Each year the Youth Advisory Commission presents their goals and objectives to both the Parks Commission and the City Council for the upcoming fiscal year. These presentations usually take place in May and June. The purpose of the retreat is to measure the Youth Advisory Commission's progress, prepare and plan for upcoming events and activities, and provide team building and leadership opportunities between the Commissioners.

A subcommittee consisting of two Commissioners along with staff will meet in February to create the agenda and plan activities for the Annual Retreat. The following items will be discussed:

- Theme
- Ice breakers
- Food arrangements
- Location
- Assigning objective assignments
- Supplies needed, etc.

RECOMMENDATION

That the Commission discusses the purpose of the YAC Annual Retreat and assign two commissioners to be on the sub-committee to plan the retreat.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 6.e.**

REQUEST

**DISCUSS AND APPROVE THE YOUTH ADVISORY COMMISSION'S COMMITMENT TO HOST A VOLUNTEER PROJECT DURING NATIONAL VOLUNTEER WEEK, APRIL 15-21, 2012**

DISCUSSION

In support of the Youth Advisory Commission Goal #3.A.1-3.A.3, staff is recommending that the Youth Advisory Commission commit to hosting a volunteer project during National Volunteer Week, April 15-21, 2012. YAC currently has a list of potential projects created at last year's YAC Retreat and from their Dream Projects to select from. Other project ideas may include collecting donations for local charities, community beautification, and park clean ups.

The YAC Chair will need to appoint a subcommittee to work with staff and to schedule the subcommittee's first meeting with staff to select one of the projects and to plan the event.

RECOMMENDATION

That the Commission discusses and approves YAC's commitment to hosting a volunteer project during National Volunteer Week.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
February 8, 2012**

**AGENDA ITEM 7.a.**

REQUEST

**DISCUSS THE STATUS OF THE 2011/2012 YOUTH ADVISORY COMMISSION  
GOALS AND WORK PLAN**

DISCUSSION

YAC determined their top three priority goals they would like to work on as a Commission over the next 2011/2012 fiscal year. (See Attachment "A") YAC Commissioners were assigned to each priority goal and action step at the November 9 YAC meeting. Each Commissioner will report on the status of their assignments at upcoming, regularly scheduled meeting.

RECOMMENDATION

That the Commission discusses the status of their respective goals and all upcoming goals.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Supervisor

## Attachement "A"

Tracy Parks and Community Services Department



Think Inside the Triangle™

### YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2011-2012

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
1	<b>INCREASE PARTICIPATION IN TEEN PROGRAMS</b> ----- <b>Increase participation and revenue in teen services</b>	<b>1.A. Plan and conduct one healthy choice event</b>	1.A.1. Select one new program from the recommendation list	1/12	Shelton
			1.A.2. Develop a timeline to complete project	3/12	Goulart/Shibata
			1.A.3. Host an event	6/12	YAC
		<b>1.B. Provide at least one educational program</b>	1.B.1. Research ways to integrate educational aspects into programs	1/12	A. Shah/Gil
			1.B.2. Formulate one new project idea that addresses an educational aspect	3/12	
			1.B.3. Sponsor or Co- Sponsor a project idea	7/12	YAC
		<b>1.C. Plan and implement one new summer teen camp</b>	1.C.1. Research ideas to develop one new teen summer camp and compile a list	12/11	McGuinness/Shibata
			1.C.2. Select a new camp and develop a timeline	1/12	McGuinness/Shibata/Staff
			1.C.3. Host and lead the summer teen camp	7/12	YAC/Staff

*These goals have been updated as of 2/3/2012*



Think Inside the Triangle™

Tracy Parks and Community Services Department

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2011-2012**

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
2	<b>COMMUNICATION &amp; MARKETING</b> ----- Implement efficient ways to make the commission visible, and to receive and utilize feedback from the youth in the community.	<b>2.A. Utilize the Marketing Plan</b>	<b>2.A.1.</b> Re-assign commissioners to each school in the Tracy community to act as a liaison for YAC to market teen programs and events (School announcements, leadership, flyers, etc) Including K-8 schools	12/11	Staff/K. Shah COMPLETE each commissioner is assigned
			<b>2.A.2.</b> Develop a marketing timeline to promote each teen program and event	ongoing	
			<b>2.A.3.</b> Monthly reports from commissioners on their assigned schools and how the marketing process is working	ongoing	
		<b>2.B. Ensure a consistent process of : Plan-Monitor- Survey</b>	<b>2.B.1.</b> Create a general survey to be utilized at selected programs and events	2/11	Mizuno/Shibata
			<b>2.B.2</b> Utilize identified places to market all teen programs and events	12/11	Goulart

These goals have been updated as of 2/3/2012



Think Inside the Triangle™

Tracy Parks and Community Services Department

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2011-2012**

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
3	<b>COMMUNITY SERVICE</b> ----- Conduct and encourage community service projects that benefit the community of Tracy	<b>3.A. Develop or implement a project</b>	<b>3.A.1.</b> Utilize the list created at the YAC retreat and Commissioner's Dream Projects	1/12	Shelton
			<b>3.A.2</b> Develop a timeline to complete project	2/12	lead person's project
			<b>3.A.3.</b> Implement the selected project	4/12	YAC
		<b>3.B. Host at least three park clean ups</b>	<b>3.B.1.</b> Select park clean ups	3/12, 6/12	Staff
			<b>3.B.2</b> Organize and market, and host event	3/12, 6/12	YAC/Staff
		<b>3.C. Continue to endorse the Don't Text and Drive campaign</b>	<b>3.C.1.</b> Formulate a list of possible campaign ideas, programs and events	2/12	YAC/Staff
			<b>3.C.2</b> Select and host a kick off event	4/12	YAC
			<b>3.C.3</b> Monitor campaign on a quarterly basis for at least on year	ongoing	YAC/Staff

These goals have been updated as of 2/3/2012