

# 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, October 10, 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 September 12, 2012
5. Correspondence
6. Old Business
  - a. Discuss the status of YAC's participation at Make a Difference Day, Saturday, October 27, 2012 and provide updates to schools' participation
  - b. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
  - c. Review and approve the updated 2011/2012 YAC annual report that will be presented to the Parks and Community Services Commission and Tracy City Council
7. New Business
  - a. Review, discuss and approve four public service announcement topics used to promote the youth advisory commission and its activities
8. Items from Staff
  - a. Review calendar
    - Intergenerational obligations 11/5, 12/3
    - Girl Talk 10/22
    - Senior Thanksgiving Dinner 11/19
    - Senior Winter Ball 12/17
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on November 14, 2012

## **POSTED: October 4, 2012**

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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.

September 12, 2012

1. **CALL TO ORDER:** The meeting was called to order by Chair Gill at 6:05 p.m.
2. **ROLL CALL:**
  - a. **Present:** Fuller, Gill, Goulart, Hong, Khinda, McGuiness, Shibata
  - b. **Absent:** K. Shah
  - c. **Adult Commissioners Present:** Huffman
  - d. **Staff Present:** Laura Johnston, Recreation Coordinator
  - e. **Recorded by:** Amanda Tavares, Recreation Leader III
3. **ITEMS FROM THE AUDIENCE:** The Youth Advisory Commission had two audience members. Param Garewal, a potential future YAC member and Brian Pekari. Mr. Pekari spoke about his plan is to gather different organizations around Tracy and unite them in one cause; Make a Difference Day. Mr. Pekari mentioned creating a symbolic tree demonstrating the different groups and organizations as its branches, and what they are doing to help make a difference. He is hosting a community meeting Monday, September 17 at the Tracy Transit Center for nonprofit organizations who would like to be involved.
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON August 8, 2012**
  - a. **Motion to Approve:** Goulart
  - b. **Second:** Shibata
  - c. **Abstain:** None
  - d. **Vote:** Approved by majority vote.
5. **CORRESPONDENCE:** None
6. **OLD BUSINESS:**
  - a. **Discuss the status of the DARE to Care Positive Alternative Day, Saturday, September 29, 2012 at the Sutter Tracy Health & Safety Fair.**

Subcommittee members Gill, Fuller and Goulart discussed YAC's responsibilities at the DARE to Care event. They informed the commission of the location at the Grace Baptist Church parking lot and where the game and prize booths will be stationed. Staff Johnston explained that YAC will not only be responsible for running the booths, but also for set up and take down. Commissioner Gill informed YAC about how the tickets are given out and how the prize booth will work. She also stated that YAC members may be assigned to work at the garage sale for F.A.M.E. (Family Assistance for Medical Emergencies). Commissioner Fuller also added that the each commissioner will need to bring friends to help volunteer. Staff Johnston reiterated the importance of having other volunteers, aside from the commissioners, to help with the carnival games. Staff Johnston stated that YAC will need to be present at 8:00am to help set up the booths. A list of job duties will be emailed to the commissioners. Commissioners may be asked to wear the same color shirt. Staff Johnston also mentioned that this is YAC's first official sponsored event of the new school year. YAC needs to show that they follow through and support the community in order to get their name out to the public.
  - b. **Discuss the status of YAC's participation at Make a Difference Day, Saturday,**

**October 27, 2012 and provide updates to schools' participation**

Staff Johnston repeated YAC's plan for Make a Difference Day is. She would also like a representative from YAC to attend the aforementioned meeting at the Tracy Transit Station to get the word out about YAC's Make a Difference Day project. Staff Johnston stated that more people are needed for the subcommittee to help make the project happen. She then asked the commissioners if any of the school representatives had been in contact with the school advisors. Commissioner Goulart (Millenium) explained that he has emailed his schools advisor and gave them Staff Johnston's contact information. He will try to contact them again. Commissioner Gill (West) has emailed her advisor but is still waiting to hear back from them. Commissioner Fuller (Tracy) has not contacted her school advisor yet. Commissioner McGuiness (Kimball) has also not been able to get in contact with her advisor. Staff Johnston expressed her disappointment that no commissioners have met with the advisor yet. She indicated that meeting with the advisor is a crucial step for marketing and having the involvement of the different schools in future YAC projects. Adult Commissioner Huffman volunteered to assist commissioners in communicating with their respective activity directors. Staff Johnston asked if the commissioners still envisioned the project going the same way as they had planned. All of the commissioners said yes. Staff Johnston stated that a lot of the schools already have recycle clubs. Adult Commissioner Huffman said that working with the recycle clubs would be very beneficial. Commissioner Gill expressed that the commissioners should also try to get in contact with the schools' youth clubs, because her club currently recycles at football games and would be helpful to help collect bottles and cans. Adult Commissioner Huffman offered to pick up the recyclables from the schools if the commissioners needed. Commissioner Shibata has also not been able in contact with her school advisor at Delta.

**c. Review, discuss and approve the updated 2012/2013 Youth Advisory Commission's goals and work plan and assign commissioners to each task**

Staff Johnston led the commission thru the 2012/2013 Youth Advisory Commission Goals and Work Plan to discuss the status of each goal and assign commissioners to the respective goals.

**7. NEW BUSINESS:** None

**8. ITEMS FROM STAFF**

Staff Johnston reviewed some upcoming volunteer opportunities for community service hours. Commissioner Fuller and Gill volunteered to help with the Girl Talk event.

**9. ITEMS FROM THE COMMISSION:**

Commissioner Goulart, Hong, McGuiness, and Khinda had no report.

Commissioner Shibata hopes that YAC is able to get all of their tasks done.

Commissioner Fuller is in charge of the Anti-bullying rally at Tracy High School on November 3<sup>rd</sup>. She would like to get representation from all of the schools.

Commissioner Gill is in charge of hosting a poster contest for Anti-bullying month. She would like YAC to spread the word to anyone who is interested in art and would like to participate in the poster contest. She also added that she is very proud of everyone and thinks that YAC has a good future.

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

**11. ADJOURNMENT:** Next regular meeting on **October 10, 2012**

- a. **Motion to Adjourn:** Gill
- b. **Second:** Shibata
- c. **Vote:** Approved by majority vote
- d. **Time:** 7:58 p.m.

DRAFT

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
October 10, 2012**

**AGENDA ITEM 6.a.**

REQUEST

**DISCUSS THE STATUS OF THE YOUTH ADVISORY COMMISSION'S  
PARTICIPATION IN MAKE A DIFFERENCE DAY ON OCTOBER 27, 2012**

DISCUSSION

At the Youth Advisory Commission meeting held July 11, 2012, commissioners voted to approve YAC's participation in the upcoming Make A Difference Day, through a month-long recycling effort that would benefit the Tracy community environmentally and financially. This year, National Make A Difference Day will be held on October 27, 2012.

Commissioners discussed collecting bottles and cans throughout the month of October at the high schools in Tracy through specialty marked bins. The Commission also discussed having the Make a Difference Day event at the West Valley Mall to attract a larger audience, specifically teens.

At the YAC meeting held August 8, 2012, the Commission voted to split the proceeds from the recycled bottles and cans 50/50 between Tracy Interfaith and Military Moms. Commissioners chose Tracy Interfaith specifically because they collect empty water bottles and fill them with dish soap and donate them to families. The Commission also felt that the additional bottles not used for the dish soap, would be recycled and the donation would benefit the charity's need to purchase supplies and food for local families during rough economic times and during the holiday season. The Commission also discussed donating a portion of the proceeds to the Military Moms to fund for their care-package needs for active military.

A subcommittee was formed with Commissioners Hong. Commissioner Hong met with city staff to discuss the logistics and marketing efforts needed to conduct the water bottle and cans collection project.

RECOMMENDATION

That the subcommittee and city staff discuss the status of the Make a Difference Day project.

Prepared by: Laura Johnston Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Manager

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
October 10, 2012**

**AGENDA ITEM 6.b.**

REQUEST

**DISCUSS THE STATUS OF THE 2012/2013 YOUTH ADVISORY COMMISSION  
GOALS AND WORK PLAN**

DISCUSSION

YAC determined their top four priority goals they would like to work on as a Commission over the next 2012/2013 fiscal year. (See Attachment "A") YAC Commissioners were assigned to each priority goal and action step at the meeting held September 12, 2012. Each Commissioner will report on the status of their assignments at upcoming, regularly scheduled meetings.

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 Manager

Attachment: Exhibit "A" – Youth Advisory Commission Goals and Work Plan 2012/2013



## Attachement "A"

Tracy Parks and Community Services Department

### YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
1	<b>INCREASE PARTICIPATION IN TEEN PROGRAMS</b> ----- Increase participation and revenue in teen services and to receive and utilize feedback from the youth in the community.	<b>1.A. Plan and host an SAT/ACT Prep Course</b>	1.A.1. Recruit an SAT/ACT Prep Course and Instructor	10/31/12	Commissioner Goulart
			1.A.2. Promote course to local high school students	1/15/13	YAC Assigned School Representatives/Staff
			1.A.3. Host the course	2/28/13	Staff
		<b>1.B. Host one social event for teens ages13-17 years</b>	1.B.1. Survey students to understand what type of event they would like YAC to host	11/1/12	YAC Assigned School Representatives/Staff
			1.B.2. Promote the event utilizing marketing tools list	2/15/13	YAC
			1.B.3. Host the event	4/30/13	YAC/Staff
		<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	1/15/13	YAC Subcommittee
			1.C.2. Select a new camp and develop a timeline	2/15/13	YAC
			1.C.3. Host and lead the summer teen camp	6/30/13	YAC





Tracy Parks and Community Services Department

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013**

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
2	<b>COMMUNICATION &amp; MARKETING</b> ----- Implement efficient ways to make the commission more visible	<b>2.A. Utilize the Marketing Plan</b>	<b>2.A.1.</b> Commissioners and staff meet with schools' activities directors to establish a marketing plan for the school year	10/1/12	YAC Assigned School Representatives/Staff
			<b>2.A.2.</b> Develop a marketing timeline to promote each teen program and event	ongoing each event	YAC/Staff
			<b>2.A.3.</b> Monthly reports from commissioners on their assigned schools and how the marketing process is working	monthly updates	YAC Assigned School Representatives
		<b>2.B. Utilize social media techniques to market events</b>	<b>2.B.1.</b> Establish clear marketing locations for teens to find out what events are taking place (i.e. teen blog, facebook, website, on-campus board, etc.)	9/15/12	<b>COMPLETE</b> - List includes facebook updates and city website,
			<b>2.B.2</b> Utilize identified places to market all teen programs and events	ongoing each event	Staff
		<b>2.C Create Public Service Announcements to Promote YAC and its Activities</b>	<b>2.C.1</b> Identify 4 service announcement needs and their purpose	9/15/12	<b>COMPLETE</b> - Anti-bullying, volunteer opportunities, Don't Text & Drive, Summer Camps
			<b>2.C.2</b> Prepare outline of what the PSA would look like and schedule production	10/1	YAC Subcommittee
			<b>2.C.3</b> Show PSA out channel 26, social media pages, website and at local schools	ongoing each event	Staff



Tracy Parks and Community Services Department

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013**

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. Select and conduct a Tracy-Community project for Make A Difference Day</b>	<b>3.A.1.</b> Create and select a community service project to host for the Make A Difference Day	8/15/12	<b>COMPLETE-</b> YAC chose to collect bottles for recycling efforts and fundraiser
			<b>3.A.2</b> Develop a timeline to complete project	9/30/12	Commissioner Gill Commissioner Hong
			<b>3.A.3.</b> Market project utilizing the action steps from Objective 2.1.A	10/15/12	YAC Assigned School Representatives/Staff
		<b>3.B. Host at least two park clean ups</b>	<b>3.B.1.</b> Select park clean ups	9/30/12	<b>COMPLETE-</b> Commission chose 11/10/12 and 3/16/13. Parks TBA
			<b>3.B.2</b> Organize and market, and host event	11/10/12 3/16/13	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	11/15/12	YAC November meeting
			<b>3.C.2</b> Select a kick off event time, location, after determining a date with schools' activities director	12/15/12	YAC Assigned School Representatives/Staff
			<b>3.C.3</b> Host events at each high school, after determining date with schools' activities directors	TBD	YAC Assigned School Representatives/Staff



Tracy Parks and Community Services Department

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013**

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
4	<b>INFLUENCE POLICY MAKERS</b> ----- Create an environment that encourages teens to be stakeholders in their community and become agents of change	<b>4.A. Host a teen forum to collect ideas from Tracy's teens on teen issues</b>	<b>4.A.1.</b> Promote teen forum to Tracy's teens through schools, school clubs, marketing efforts, involve local high schools' civic classes	12/15/12	YAC Assigned School Representatives/Staff
			<b>4.A.2</b> Host a teen forum	3/15/13	YAC/Staff
			<b>4.A.3.</b> Present teens' ideas to city council	5/31/13	YAC/Staff

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
October 10, 2012**

**AGENDA ITEM 6.c.**

REQUEST

**REVIEW AND APPROVE THE UPDATED 2011/2012 YAC ANNUAL REPORT THAT  
WILL BE PRESENTED TO THE PARKS AND COMMUNITY SERVICES  
COMMISSION AND THE TRACY CITY COUNCIL**

DISCUSSION

At the end of the fiscal year, it is necessary to report to the City Council the accomplishments, goals and any information pertinent regarding YAC. A year-end report is appropriate and should include an update and status on the following: YAC goals and accomplishments for last year's period covering July 1, 2011 to June 30, 2012 and proposed goals for 2012/2013 fiscal year.

A subcommittee of three Youth Advisory Commissioners consisting of Commissioner C. Shelton, Commissioner Gill and Commissioner K. Shah met on May 3<sup>rd</sup> to create the first draft of the annual report. The annual report has since been presented to commissioners at the July 11, 2012 meeting where commissioners provided input as to the content of the presentation.

At the August 8, 2012 meeting, Commissioner Gill and Commissioner Fuller volunteered to co-present the annual report to both the Parks Commission and City Council.

RECOMMENDATION

Review and approve the updated 2011/2012 YAC Annual Report final draft, as presented by Commissioner Gill and Commissioner Fuller as seen in handout and through presentation.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Manager

Staff Annual Report handout available at meeting

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
October 10, 2012**

**AGENDA ITEM 7.a.**

REQUEST

**REVIEW, DISCUSS AND APPROVE FOUR PUBLIC SERVICE ANNOUNCEMENT TOPICS USED TO PROMOTE THE YOUTH ADVISORY COMMISSION AND ITS ACTIVITIES**

DISCUSSION

The Youth Advisory Commission (YAC) voted to approve their goals and work plan at their meeting on September 12, 2012. At that time, Commissioners volunteered or were assigned to each of the action steps. Goal 2, Implement efficient ways to make the commission more visible, has 3 action steps. Its first action step, 2.C.1, is to identify four public service announcement needs and their purpose. Commissioners identified four activities endorsed and sponsored by YAC that would be best served by a public service announcement; anti-bullying campaign in the spring, volunteer opportunities for teens, Don't Text & Drive campaign and summer camps for teens.

The service announcements are expected to run on Channel 26 during its respective season as outlined in a production schedule, be posted on social media, sent via email blasts, shown at local high schools, and posted on city website.

Staff recommends that two commissioners volunteer or be assigned to work with staff and a volunteer videographer to create four production schedules, arrange for locations, secure "actors", and write dialogue for the public service announcements.

RECOMMENDATION

That the Commission approves the four announcement topics and assigns two Commissioners for a subcommittee to lead the production for each service announcement.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Manager