

# 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, November 14, 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 October 10, 2012
5. Cool California Challenge Presentation
6. Correspondence
7. Old Business
  - a. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
  - b. Discuss the status of the four public service announcement topics used to promote the Youth Advisory Commission and its activities
8. New Business  
None
9. Items from Staff
  - a. Make a Difference Day update
  - b. Review calendar
  - c. Updated roster
10. Items from the Commission
11. Items from the Audience
12. Adjournment to next Regular Meeting on December 12, 2012

## **POSTED: November 8, 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

Youth Advisory Commission  
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available for public inspection in the Parks and Community Services Department located at 333 Civic Center Plaza, Tracy, during normal business hours.

October 10, 2012

1. **CALL TO ORDER:** The meeting was called to order by Chair Gill at 6:04 p.m.
2. **ROLL CALL:**
  - a. **Present:** Fuller, Gill, Goulart, Hall, Hong, Khinda, McGuiness
  - b. **Absent:** Shibata
  - 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:** Volunteers were invited to sit in at the Youth Advisory Commission. Staff Johnston began by explaining to the audience members what YAC was and what they hope to accomplish. She continued on stating various volunteer opportunities with both YAC and the Lolly Hansen Senior Center.
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON September 12, 2012**
  - a. **Motion to Approve:** Fuller
  - b. **Second:** McGuiness
  - c. **Abstain:** Hall
  - d. **Vote:** Approved by majority vote.
5. **CORRESPONDENCE:** Staff Johnston has the Make a Difference Day flyers printed and would like YAC to take a stack to their respective schools to help get the word out.
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**

Staff Johnston and Adult Commissioner Huffman secured a location to hold the plastic bottle collection at the West Valley Mall. The goal is to collect at least 4000 bottles, or 1000 per school. Large posters will be hung up at the mall in key areas promoting the event. A volunteer from Kimball will also be in attendance to film YAC's Make a Difference Day project. Military Moms of Tracy has graciously declined to receive YAC's donation. All of the proceeds that are collected will be donated to Tracy Interfaith. YAC was instructed to meet at the Tracy Farmer's Market Saturday, October 27 at 8 am as a "starting point" and then continue on to the West Valley Mall until 2pm. Commissioner Hall, Fuller and Gill volunteered to be to work on October 20, 2012. All of the commissioners agreed to participate on October 27<sup>th</sup>.
  - b. **Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan**

Commissioners provided updates on upcoming goals from the YAC Goals and Work Plan.

    - 1.A.1. Recruit an SAT/ACT Prep Course and Instructor: Completion date January 2013; Commissioner Goulart is assigned to the task.
      - Commissioner Goulart will go on the recommended ZAPS website to look further into recruiting an Instructor.
    - 1.B.1. Survey students to understand what type of event they would like YAC to host: YAC

School Representatives are assigned to the task.

-YAC will need to make sure that each English teacher at all four of the schools receives the surveys.

**2.A.1. Commissioners and staff meet with schools' activities directors to establish a marketing plan for the school year:** Staff Johnston has yet to meet with any of the schools' activities directors. She would like commissioners to set up a meeting with the activities directors for November.

**2.C.2. Prepare outline of what the PSA would look like and schedule production:** Completion date ongoing

**3.A.1. Create and select a community service project to host for the Make a Difference Day:** Completion date October 27, 2012

- Ongoing project that is proceeding as planned

**3.A.2. Develop a timeline to complete project:** Complete

**3.A.3. Market project utilizing the action steps from Objective 2.1.A.:** Complete

**3.B.2. Organize and market, and host event:** Completion date November 10, 2012

-The first park cleanup will take place November 10, 2012 from 8am to 10am. Commissioners were reminded to bring friends and asked to confirm their participation by November 2<sup>nd</sup>.

**3.C.1. Formulate a list of possible campaign ideas, programs and events:** Completion Date next meeting

**4.A. Host a teen forum to collect ideas from Tracy's teens on teen issues:** Completion date December meeting

**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**

Commissioner Gill and Fuller presented the annual report to the YAC commissioners. The commissioners had many ideas of what changes they would like to make to the teen survey for this 2012/2013 YAC but discussion was postponed until the next meeting.

Commissioner Fuller motioned to approve the 2011/2012 YAC Annual Report final draft.

**Second:** Goulart

**7. NEW BUSINESS:**

**a. Review, discuss and approve four public service announcement topics used to promote the Youth Advisory Commission and its activities**

Staff Johnston asked the commission to form a subcommittee to create ideas for the public service announcements. She suggested starting with the volunteer opportunities then anti-bullying, Don't Text and Drive campaign and the teen summer camps. Commissioner Gill suggested using current YAC volunteer opportunity pictures on the PSAs. Commissioner Fuller and Adult Commissioner Huffman suggested filming all of the

PSAs on the same day to avoid the weather issues. Staff Johnston stated that it may not be possible due to the amount of filming needed per PSA. She added that YAC should try to work on the first PSA before moving forward with the rest. Adult Commissioner Huffman proposed that even though there will be a subcommittee, all of YAC should submit ideas for scripts. Staff Johnston would like the subcommittee to have a proposal ready for the December meeting.

A subcommittee of Commissioner Fuller, Gill and McGuiness were appointed. All commissioners were asked to send script ideas to the subcommittee.

Commissioner Goulart motioned to approve the four public service announcement topics  
**Second:** Fuller

**8. ITEMS FROM STAFF:**

Staff Johnston went over all upcoming volunteer opportunities for the next two months. Commissioner Goulart, Hong, McGuiness and Gill will be participating in the Senior Thanksgiving Dinner on November 19<sup>th</sup>. Staff Johnston has received conformation from Mr. Goulart of the Lathrop Youth Advisory Commission that their commissioners have agreed to meet with Tracy YAC in November. Staff Johnston shared that Council member Abercrombie was very pleased with YAC at the DARE to Care event.

**9. ITEMS FROM THE COMMISSION:**

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

Commissioner Fuller believed that the Health and Safety Fair was a big success and she really enjoyed being there.

Commissioner Hall realizes that YAC has a lot going on and is excited.

Commissioner Gill feels that YAC is doing a lot but would like commissioners to participate more outside of the meetings. She would like the commissioners to get involved in more subcommittees and participate at more events. She asked if anyone would be available to help her hang flyers at the School District office for Anti-Bullying.

**10. ITEMS FROM THE AUDIENCE:**

Dr. Franco stopped by to promote the annual city wide Ping Pong Tournament and to ask for volunteers to help with the event. Commissioner Gill and Commissioner Goulart volunteered.

**11. ADJOURNMENT:** Next regular meeting on **November 14, 2012**

- a. **Motion to Adjourn:** Fuller
- b. **Second:** Goulart
- c. **Vote:** Approved by majority vote
- d. **Time:** 7:22 p.m.

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
November 14, 2012**

**AGENDA ITEM 6.a.**

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



## Attachment "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	11/15/12	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	12/15/12	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	11/15/12	YAC Assigned School Representatives/Staff
			<b>2.A.2.</b> Develop a marketing timeline to promote each teen program and event	12/15/13	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, on-school campuses
			<b>2.B.2.</b> Utilize identified places to market all teen programs and events	Ongoing at 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	12/15/12	YAC Subcommittee
			<b>2.C.3</b> Show PSAs on channel 26, social media pages, website and at local schools	1/15/13 2/15/13 4/15/13 5/15/13	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	<b>COMPLETE-</b> Timeline created for project
			<b>3.A.3.</b> Market project utilizing the action steps from Objective 2.1.A	10/15/12	<b>COMPLETE-</b> Each school was assigned to create a banner and collect plastic bottles
		<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> Host park clean up events	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  
November 14, 2012**

**AGENDA ITEM 6.b.**

REQUEST

**DISCUSS THE STATUS OF THE PUBLIC SERVICE ANNOUNCEMENTS  
PRODUCTION SCHEDULES AND PRELIMINARY IDEAS AS SUGGESTED BY THE  
COMMISSION**

DISCUSSION

The Youth Advisory Commission (YAC) voted to approve their goals and work plan at their meeting on September 12, 2012. 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; volunteer opportunities for teens, anti-bullying campaign in the spring, Don't Text & Drive campaign in late spring and summer camps for teens in the summer.

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.

Commissioners Fuller, Gill and McGuinness volunteered to be on the subcommittee. The subcommittee was asked to create a production schedule and create ideas for the public service announcements from ideas from the commissioners. Staff Johnston requested that the subcommittee have a complete proposal ready for the December meeting.

RECOMMENDATION

That the subcommittee discuss the status of the PSAs production schedules and ideas as suggested by the Commissioners.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Manager