

NOTICE OF SPECIAL MEETING

Pursuant to Section 54956 of the Government Code of the State of California, a Special meeting of the **YOUTH ADVISORY COMMISSION** is hereby called for:

Date/Time: **Wednesday, December 5, 2012, 6:00 p.m.**
(or as soon thereafter as possible)

Location: **Freebirds World Burrito**
1920 W. 11th Street, 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 November 14, 2012
5. Correspondence
6. Old Business
 - a. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
 - b. Provide updates on the four public service announcement topics
7. New Business
 - a. Discuss and approve ideas, programs and events for the Don't Text & Drive Campaign and appoint commissioners to subcommittee
 - b. Create and discuss outline of Spring Teen Forum and appoint planning subcommittee
8. Items from Staff
 - a. Review calendar
 - b. YAC Certificates of Appointments and Annual Report Presented to City Council- December 18, 2012
9. Items from the Commission
10. Adjournment to next Regular Meeting on January 9, 2013

POSTED: November 29, 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.

November 14, 2012

Staff Johnston introduced the two new Youth Advisory Commissioners; Valerie Amador and Savannah Salaymeh.

1. **CALL TO ORDER:** The meeting was called to order by Chair Gill at 6:00 p.m.
2. **ROLL CALL:**
 - a. **Present:** Amador, Fuller, Gill, Goulart, Hall, Hong, Khinda, McGuiness, Salaymeh
 - b. **Absent:** None
 - c. **Adult Commissioners Present:** None
 - d. **Staff Present:** Laura Johnston, Recreation Coordinator
 - e. **Recorded by:** Amanda Tavares, Recreation Leader III
3. **ITEMS FROM THE AUDIENCE:** Staff Johnston invited Alexander Xu, a videographer, to YAC's meeting to see if he would like to help make public service announcements for the commissions' goal 2.C. as well as video tape some of the meetings.
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON October 10, 2012**
 - a. **Motion to Approve:** Goulart
 - b. **Second:** Fuller
 - c. **Abstain:** Amador, Salaymeh
 - d. **Vote:** Approved by majority vote.
5. **COOL CALIFORNIA CHALLENGE PRESENTATION:** A presentation of the Cool California Challenge was presented by Linda Bower from the City Manager's Office. Mrs. Bower explained to the commissioners what the challenge was, how it works and the benefits of participating in the campaign. She encouraged the Youth Commission to support the campaign.
6. **CORRESPONDENCE:** None
7. **OLD BUSINESS:**
 - a. **Discuss the status of the 2012/2013 Youth 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.
 - 1.A.2. Promote course to local high school: Completion date 2013
 - 1.A.3. Host the course: Completion date April 2013
 - 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.

-A subcommittee was formed by Commissioner Goulart and Hall.
 - 1.C.1. Research ideas to develop one new teen summer camp and compile a list:

-A subcommittee was formed by Commissioner Hong and Gill.

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 December.

2.A.2. Develop a marketing timeline to promote each teen program and event: Completion date January 2013

3.B.2. Host park clean up events: Completion date December 2012

-The first park cleanup was to take place November 10, 2012. Due to lack of participation, the park cleanup must be rescheduled.

3.C.1. Formulate a list of possible campaign ideas, programs and events: Completion date December 2012

3.C.2. Select a kickoff event time, location, after determining a date with schools' activities director: Completion date January 2013

4.A.1 Promote teen forum to Tracy's teens through schools, school clubs, marketing efforts, involve local high schools' civic classes: Completion date January 2013

4.A.2. Host a teen forum: Completion date March 2013

b. Discuss the status of the four public service announcement topics used to promote the Youth Advisory Commissioner and its activities

The subcommittee of Fuller, Gill, and McGuinness had not yet met. Commissioner Gill would like the participation of all YAC members. The subcommittee will meet after the meeting to discuss when they can get together and produce a script and outline. The commissioners went around the room and gave examples of volunteer opportunities for the PSA's. They came up with park clean-ups, Intergenerational with the senior center, arts, health care, animals, sports and learning.

8. NEW BUSINESS: None

9. ITEMS FROM STAFF:

a. Make a Difference Day update

Approximately 3100 plastic bottles were donated. \$70 dollars from the recycling and 10 big bags were donated to Tracy Interfaith. The West Valley Mall was pleased with the event and invited YAC back for a future event.

b. Review calendar

Staff Johnston asked the commissioners if they would like to reschedule the December 12 meeting due to finals. The commissioners agreed to move the meeting to December 5.

c. Updated roster

Commissioner Goulart would like his daytime telephone number taken off the roster. Commissioner McGuinness needs her name plate corrected.

10. ITEMS FROM THE COMMISSION:

Commissioner Goulart, Salaymeh, Hall, Hong Amador and McGuinness had no report.

Commissioner Fuller anti-bullying rally went pretty well but had some technical difficulties. She enjoyed the food provided by Hometown Buffet and Golden Corral.

Commissioner Amador brought food for Tracy Interfaith.

Commissioner Gill would like to welcome the two new commissioners. She would like them to have an impact on YAC and to let YAC have an impact on them. She would also like to encourage everyone to participate outside of the YAC meetings. She feels that YAC is doing a great job and she hopes that they can get stuff done for December.

11. ITEMS FROM THE AUDIENCE: None

12. ADJOURNMENT: Next regular meeting on ***December 5, 2012***

- a. **Motion to Adjourn:** Fuller
- b. **Second:** McGuinness
- c. **Vote:** Approved by majority vote
- d. **Time:** 7:03 p.m.

DRAFT

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
December 5, 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: Attachment "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	INCREASE PARTICIPATION IN TEEN PROGRAMS ----- Increase participation and revenue in teen services and to receive and utilize feedback from the youth in the community.	1.A. Plan and host an SAT/ACT Prep Course	1.A.1. Recruit an SAT/ACT Prep Course and Instructor	1/15/13	Commissioner Goulart
			1.A.2. Promote course to local high school students	2/28/13	YAC Assigned School Representatives/Staff
			1.A.3. Host the course	4/30/13	Staff
		1.B. Host one social event for teens ages13-17 years	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
		1.C. Plan and implement one new summer teen camp	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	COMMUNICATION & MARKETING ----- Implement efficient ways to make the commission more visible	2.A. Utilize the Marketing Plan	2.A.1. Commissioners and staff meet with schools' activities directors to establish a marketing plan for the school year	1/15/13	YAC Assigned School Representatives/Staff
			2.A.2. Develop a marketing timeline to promote each teen program and event	1/31/15	YAC/Staff
			2.A.3. Monthly reports from commissioners on their assigned schools and how the marketing process is working	Monthly Updates	YAC Assigned School Representatives
		2.B. Utilize social media techniques to market events	2.B.1. 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	COMPLETE - List includes facebook updates and city website, on-school campuses
			2.B.2 Utilize identified places to market all teen programs and events	Ongoing at Each Event	Staff
		2.C Create Public Service Announcements to Promote YAC and its Activities	2.C.1 Identify 4 service announcement needs and their purpose	9/15/12	COMPLETE - Anti-bullying, volunteer opportunities, Don't Text & Drive, Summer Camps
			2.C.2 Prepare outline of what the PSA would look like and schedule production	12/15/12	YAC Subcommittee
			2.C.3 Show PSAs on channel 26, social media pages, website and at local schools	2/15/13 3/15/13 4/15/13 5/15/13	YAC Subcommittee



Tracy Parks and Community Services Department

YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
3	COMMUNITY SERVICE ----- Conduct and encourage community service projects that benefit the community of Tracy	3.A. Select and conduct a Tracy-Community project for Make A Difference Day	3.A.1. Create and select a community service project to host for the Make A Difference Day	12/15/12	COMPLETE- YAC chose to collect bottles for recycling efforts and fundraiser
			3.A.2 Develop a timeline to complete project	1/15/13	COMPLETE- Timeline created for project
			3.A.3. Market project utilizing the action steps from Objective 2.1.A	10/15/12	COMPLETE- Each school was assigned to create a banner and collect plastic bottles
		3.B. Host at least two park clean ups	3.B.1. Select park clean ups	9/30/12	Commission chose 3/16/13. Additional date and parks TBA.
			3.B.2 Host park clean up events	3/16/13	YAC/Staff
		3.C. Continue to endorse the Don't Text and Drive campaign	3.C.1. Formulate a list of possible campaign ideas, programs and events	12/15/12	YAC December meeting
			3.C.2 Select a kick off event time, location, after determining a date with schools' activities director	1/15/13	YAC Assigned School Representatives/Staff
			3.C.3 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	INFLUENCE POLICY MAKERS ----- Create an environment that encourages teens to be stakeholders in their community and become agents of change	4.A. Host a teen forum to collect ideas from Tracy's teens on teen issues	4.A.1. Promote teen forum to Tracy's teens through schools, school clubs, marketing efforts, involve local high schools' civic classes	1/15/13	YAC Assigned School Representatives/Staff
			4.A.2 Host a teen forum	3/31/13	YAC/Staff
			4.A.3. Present teens' ideas to city council	5/31/13	YAC/Staff

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
December 5, 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

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
December 5, 2012**

AGENDA ITEM 7.a.

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., the Youth Advisory Commission is asked to discuss and approve a list of campaign ideas, programs and events for the Don't Text and Drive campaign during the Spring 2013 semester. Campaign ideas may include a PSA to be shown at all schools throughout April 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.

The YAC Chair will need to appoint a subcommittee to work with staff and to schedule the subcommittee's first meeting with staff in January.

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 Manager

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
December 5, 2012**

AGENDA ITEM 7.b.

REQUEST

**CREATE AND DISCUSS OUTLINE OF SPRING TEEN FORUM AND APPOINT
PLANNING SUBCOMMITTEE**

DISCUSSION

In order to create an environment that encourages teens to be stakeholders in their community and become agents of change, and to assist the Youth Advisory Commission in meeting Goal #4.A., the Youth Advisory Commission is asked to create an outline for the 2013 Spring Teen Forum and discuss possible discussion topics, dates and times of the event, and location(s).

The event is meant to be a forum where teens 13-17 years have the opportunity to talk about issues facing them in Tracy today. The Youth Advisory Commission will be able to take those issues and develop programs for the new year. The issues will be presented to the Tracy City Council with their annual report in September 2013.

RECOMMENDATION

That the Commission create an outline for the event, discuss its details and appoint a planning subcommittee to meet with staff and to prepare and present a completed outline to the Commission at the January meeting.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Services Manager