

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, January 9, 2013, 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 December 5, 2012
5. Correspondence
6. Old Business
 - a. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
 - b. Provide an update on ideas, programs and events for the “Don’t Text & Drive” campaign
 - c. Discuss the status of the volunteer public service announcement
 - d. Discuss the status of the teen forum
7. New Business
 - a. Discuss summer teen camp program and appoint a planning subcommittee
8. Items from Staff
 - a. Review calendar
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on February 13, 2013

POSTED: January 3, 2013

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 Recreation Division located at 333 Civic Center Plaza, Tracy, during normal business hours.

December 5, 2012

This month's YAC meeting was held at Freebirds World Burritos.

1. **CALL TO ORDER:** The meeting was called to order by Chair Gill at 6:12 p.m.
2. **ROLL CALL:**
 - a. **Present:** Amador, Fuller, Gill, Hall, Hong, Khinda, McGuinness, Salaymeh
 - b. **Absent:** Goulart
 - 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:** None
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON November 14, 2012**
 - a. **Motion to Approve:** Hong
 - b. **Second:** Hall
 - c. **Abstain:** None
 - d. **Vote:** Approved by majority vote.
5. **CORRESPONDENCE:** None
6. **OLD BUSINESS:**
 - a. **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.B.1. Survey students to understand what type of event they would like YAC to host: YAC School Representatives are assigned to the task.

- The subcommittee is made up of Commissioner Hall and Goulart. Commissioner Hall had her 10 questions. Commissioner Goulart was absent. Staff Johnston will send the 20 survey questions to YAC members.

3.C.1. Formulate a list of possible campaign ideas, programs and events: Moved to January.

- Staff Johnston found an "Allstate Don't Text and Drive" program with outlines ready.
 - b. **Discuss the status of the four public service announcement production schedules and preliminary ideas as suggested by the commission**

Subcommittee members Gill, Hall and McGuinness provided update. Commissioners sent volunteer opportunities to Commissioner Gill who then appointed each member to present on a specific topic; Commissioner Goulart- Astoria Gardens, Commissioner Hong- Give Every Child a Chance, Commissioner Amador- library, Commissioner Khinda- McHenry House, Commissioner Gill- Boys and Girls Club, Commissioner McGuinness- YAC, Commissioner Hall- Sutter-TracyHealth Fair, Commissioner Fuller- Animal Rescue of Tracy, Commissioner Salaymeh- high school clubs. Commissioner Fuller is reviewing each commissioner's scripts. Commissioner Hall suggested filming at City Hall.

Commissioner Fuller suggested that everyone practice their scripts ahead of time so that they are familiar with what they are saying.

7. NEW BUSINESS:

a. Discuss and approve ideas, programs and events for the Don't Text & Drive campaign and appoint commissioners to subcommittee

Staff Johnston explained that she found an "Allstate Don't Text and Drive" campaign that requires participation and execution by YAC and Staff. A subcommittee of Commissioner Hall and Amador was formed and will meet with staff in January.

Commissioner Gill motioned to approve the use of the "Allstate Don't Text and Drive" campaign.

Second: Fuller

b. Create and discuss outline of Spring Teen Forum and appoint planning subcommittee

Staff Johnston reiterated that YAC suggested having the teen forum at the West Valley Mall. She would like to proceed with booking the mall now. Staff Johnston asked what YAC envisioned the teen forum to be like. Commissioner Gill suggested bringing up a topic, such as high school dropout rates, and have the conversation evolve until it is a topic that a majority agreed upon. Staff Johnston suggested pairs of commissioners break off into small groups and talk. She also suggested allowing the teens to write their question on a card that could be answered by commissioners or staff. Commissioner McGuinness recommended having the forum put into the schools announcements. Commissioner Gill mentioned that many teachers will also help to put the word out to their students. Commissioners suggested handing out surveys and also having the teens write down their ideas on what they would like changed in Tracy. Staff Johnston would like to get the students to give ideas of what they would like to happen in Tracy and hopefully address some issues immediately. Staff Johnston asked the commission what they believed would get the teens out to the event. Commissioner Gill suggested a raffle or incentive. Commissioner Hong expressed that many teens won't go unless there is something there that they can get from it. Commissioner Gill added that possibly talking to teachers about giving some type of credit for attending the event would bring out a larger group. Staff Johnston added that she will speak to the mall about having some type of discount for food or shopping for attendees. A subcommittee of Commissioner Khinda, Gill and Salaymeh was formed and will meet with staff in January.

8. ITEMS FROM STAFF:

a. Review calendar

Staff Johnston reminded YAC of the park clean-up in March that was decided on by the commissioners and also stated that another park clean-up will need to be chosen for the missed one in November. The Black and White ball, held at the Senior Center, still needs volunteers. Commissioner McGuinness would like to volunteer.

b. YAC Certificates of Appointments and Annual Report presented to City Council- December 18, 2012

The Certificates of Appointments has been pushed back until January 15th at 7pm. The presentation to the Parks Commission will be held on January 3rd at 7pm and to City Council on January 15th at 7pm.

9. ITEMS FROM THE COMMISSION:

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

Commissioner Fuller plans to have the scripts edited and sent out by Tuesday.

10. ITEMS FROM THE AUDIENCE: None

12. ADJOURNMENT: Next regular meeting on *January 9, 2013*

- a. **Motion to Adjourn:** Fuller
- b. **Second:** McGuinness
- c. **Vote:** Approved by majority vote
- d. **Time:** 6:52p.m.

DRAFT

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
January 9, 2013**

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") 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 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 | 1/15/13 | 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 | 1/31/13 | 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 | 1/15/13 | 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 | 8/15/12 | COMPLETE- YAC chose to collect bottles for recycling efforts and fundraiser |
| | | | 3.A.2. Develop a timeline to complete project | 9/30/12 | 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 | 1/15/13 | 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 & Drive campaign | 3.C.1. Formulate a list of possible campaign ideas, programs and events | 12/15/12 | COMPLETE- YAC voted to approve the use of the Allstate Insurance company, "Don't Text & Drive" campaign |
| | | | 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 | 4/30/13 | 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
January 9, 2013**

AGENDA ITEM 6.b.

REQUEST

**PROVIDE AN UPDATE ON IDEAS, PROGRAMS AND EVENTS FOR THE DON'T
TEXT & DRIVE CAMPAIGN**

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 approved the "Allstate Don't Text and Drive" campaign at their meeting held December 5, 2012. A subcommittee consisting of Commissioners Amador and Hall was formed and will meet with staff to review its campaign ideas.

In order to reach teens in Tracy, it is necessary for the commission to develop a campaign that is informative, interesting, and creates a change in behavior. Other successful, nationally held campaigns have included graphic viral videos, celebrity endorsements, and the support of cell phone and automobile companies.

The subcommittee will update the commissioners on the events at upcoming, regularly scheduled meetings and present a complete plan to commission at the February meeting.

RECOMMENDATION

That the subcommittee discuss the status of YAC's Don't Text & Drive Campaign and solicit ideas from the Commission.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
January 9, 2013**

AGENDA ITEM 6.c.

REQUEST

DISCUSS THE STATUS OF THE VOLUNTEER PUBLIC SERVICE ANNOUNCEMENT

DISCUSSION

In order to implement efficient ways to make the commission more visible and to meet Goal #2.C., the Youth Advisory Commission identified four activities endorsed and sponsored by YAC that would be best served by a public service announcement (PSA); volunteer opportunities for teens, anti-bullying, Don't Text & Drive and summer camps for teens.

The subcommittee consisting of Commissioners Fuller and McGuinness were asked to create a production schedule and create ideas for the public service announcements from ideas from the commissioners. Commissioners chose to each talk about a specific cause they are most passionate about and compile their topic into a volunteer PSA. Each commissioner created their own script and Commissioner Fuller reviewed each script. Teen volunteer, Alexander Xu, has volunteered to tape and edit the announcement.

The PSA is due to city staff by January 31, 2013 at which time, staff will provide any input regarding edits and marketing.

RECOMMENDATION

That the subcommittee discuss the status of the volunteer public service announcement.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
January 9, 2013**

AGENDA ITEM 6.d.

REQUEST

DISCUSS THE STATUS OF THE SPRING TEEN FORUM

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 discussed at their meeting on December 5, 2012 the purpose of the Teen Forum.

The commissioners discussed that the forum would be an inviting place for teens to gather and discuss topics that are relevant to teens in today's society. Commissioners recommended that the forum be marketed to high school civic teachers who could encourage their students to attend. The forum could host topics on how to get a summer job, how to build your resume, or how to find an internship that interests them. The forum could include speakers that are engaging and entertaining as well as break-out groups. The forum could incorporate discussion and skill-building with fun. In order to attract more teens, the commission recommended hosting the forum at the West Valley Mall.

A subcommittee consisting of Commissioners Gill, Khinda and Salaymeh will meet with staff to discuss the topics of discussion, relevant speakers, logistics of the event and how it will be marketed. A final plan will be presented to the commission at the February meeting.

RECOMMENDATION

That the subcommittee discuss the status of the spring teen forum and solicit ideas from the Commission.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
January 9, 2013**

AGENDA ITEM 7.a.

REQUEST

**DISCUSS SUMMER TEEN CAMP PROGRAM AND APPOINT A PLANNING
SUBCOMMITTEE**

DISCUSSION

In order to increase participation in teen programs hosted by the Recreation Division and to assist the Youth Advisory Commission in meeting Goal #1.C., the Youth Advisory Commission is asked to create new and fun summer day camps for teens.

Possible camp ideas include a fitness/sports related camp which may include group games and competition, individual challenges and recreational fun. Another idea is an art related camp which may include fine art, music or drama.

The Commissioners' responsibilities will be to market the camps to local junior high school students via flyers, campus visits and social media, and to host the camp by coordinating and leading activities with city staff. A subcommittee is necessary to plan the camp(s) with city staff and to create a marketing timeline.

RECOMMENDATION

That the Commission selects three commissioners to be on the summer day-camp subcommittee to meet with staff to develop a summer day camp plan and to create a marketing timeline before January 31, 2013.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager