

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 13, 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 January 9, 2013
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 and approve proposed summer teen camps
8. Items from Staff
 - a. Review calendar
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on March 13, 2013

POSTED: February 7, 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.

January 9, 2013

1. **CALL TO ORDER:** The meeting was called to order by Vice-chair Goulart at 6:05 p.m.
2. **ROLL CALL:**
 - a. **Present:** Amador, Fuller, Khinda, McGuinness, Salaymeh
 - b. **Absent:** Gill, Hall, Hong
 - 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 December 5, 2012**
 - a. **Motion to Approve:** McGuinness
 - b. **Second:** Khinda
 - c. **Abstain:** None
 - d. **Vote:** Approved by majority vote.
5. **CORRESPONDENCE:** Tracy Interfaith sent a card thanking YAC for the food and donation of recycled bottles. YAC also received an email from the Lathrop YAC asking if they would like to get together for a bowling night and to discuss their teen center.
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.A.1. Recruit an SAT/ACT Prep Course and Instructor:
 - Commissioner Goulart spoke with ZAPS. Only a confirmed date needs to be decided.
 - 1.B.1. Survey students to understand what type of event they would like YAC to host:

Moved to February 15

 - Subcommittee members were absent and could not provide an update. Staff Johnston also stated that she emailed commissioners to confirm survey questions and only got a few responses.
 - 1.B.2. Promote the event utilizing marketing tools list: Moved to March 15
 - 1.C.1. Research ideas to develop one new teen summer camp and compile a list: Moved to January 31
 - 2.A.1. Commissioners and staff meet with schools' activities directors to establish a marketing plan for the school year: Incomplete
 - None of the YAC members have gotten together with their activities directors. Staff Johnston would just like for YAC to find out what events the school has going on for the rest of the year.

3.B.1. Select park clean ups:

- Proposed date of June 21st

b. Provide an update on ideas, programs and events for the Don't Text & Drive Campaign

Staff Johnston would like to meet with the subcommittee consisting of Commissioner Amador and Salaymeh. Staff Johnston would like to try to an app, like the Sprint app, that alerts friends that you were texting and that you are now driving along with the Allstate campaign.

c. Discuss the status of the volunteer public service announcement

Staff Johnston asked those on the PSA subcommittee if they had met, and if they comprised their ideas. Those that were on the subcommittee did not meet. Staff Johnston then stated at the last meeting the commission mentioned some ideas for the PSA commercials. Staff Johnston asked if scripts were created. Commissioner Fuller said she is working on the scripts, and is making some edits. Staff Johnston said that it was mentioned to film the PSA's at City Hall. A date should be set so we can reserve the area. Staff Johnson said the subcommittee needs to create an outline of the day, scripts so commissioners know their lines, and the wardrobe attire.

7. NEW BUSINESS:

a. Discuss and appoint commissioners to subcommittee for summer teen camp programs

Staff Johnston would like the commission to be involved in creating ideas for teen camps for the teens in the Tracy community. Staff Johnston said one camp will be in connection with Eagal Lakes that would involve a mud run. The subcommittee is comprised of commissioners Goulart, Fuller, Salaymeh, and Khinda. They will meet January 23rd at 4:30 at City Hall. Staff Johnston told the subcommittee to come with their ideas of summer camps for teens.

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

Adult Commissioner Huffman said if the commission had ideas on speakers for the teen forum, he could reach out to someone who can speak on that particular topic. Adult Commissioner Huffman had the commissioners write down three topics they would like to learn about. Staff Johnson asked the commission if they still wanted the forum to be held at West Valley Mall. The commissioners seemed satisfied with the location. Staff Johnston asked how the questions from the teens would get communicated to the speakers. Commissioner Goulart said teens could write their questions on a paper and those papers would be submitted to the speakers. Staff Johnston asked how we would encourage teens to come to the forum. Commissioner Goulart said to lure the teens, food may be provided. Staff Johnston said we can tell the World Civic teachers to provide extra credit to those that attend. By attending the forum they also learn the process of how a government is run. Adult Commissioner Huffman then tallied the commissioner's ideas of topics for the teen forum. The majority interest was college, resume, jobs, and what will our generation be remembered by. Adult Commissioner Huffman said teens could text their questions to a specific number, so their questions could be answered by the speaker.

8. ITEMS FROM STAFF:

a. Review calendar

Commissioners Fuller and Gill will present to City Council Tuesday, January 15th.

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

Staff Johnston stated that Commissioner Fuller presented to the Parks Commission and did a wonderful job. Commissioner Fuller will also present January 15th to City Council, along with Commissioner Gill.

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 ***February 13, 2013***

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

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
February 13, 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: Exhibit "A" – Youth Advisory Commission Goals and Work Plan 2012/2013



Exhibit "A"

Tracy - Recreation Division

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 | COMPLETE- Commissioner Goulart submitted a class offered through ZAPS. Staff has contacted them regarding hosting a seminar. MHS is hosting a 2-day seminar 4/24 & 4/25 |
| | | | 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 ages 13-17 years | 1.B.1. Survey students to understand what type of event they would like YAC to host | 2/15/13 | YAC Assigned School Representatives/Staff |
| | | | 1.B.2. Promote the event utilizing marketing tools list | 4/15/13 | YAC |
| | | | 1.B.3. Host the event | 6/7/13 | 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 | 1/31/13 | COMPLETE- 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 - Recreation Division

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 | In progress- 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 | 2/15/13 | YAC Subcommittee |
| | | | 2.C.3. Show PSAs on Channel 26, social media pages, website and at local schools | 3/1/13 3/15/13 4/15/13 5/15/13 | YAC Subcommittee |



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 | COMPLETE- Commission chose 3/16/13 and 6/21/13. Park TBD by PW staff |
| | | | 3.B.2. Host park clean up events | 3/16/13 6/21/13 | 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 | 3/15/13 | 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 | 3/15/13 | YAC Assigned School Representatives/Staff |
| | | | 3.C.3. Host events at each high school, after determining date with schools' activities directors | 3/15/13 | YAC Assigned School Representatives/Staff |



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 | 3/15/13 | YAC Assigned School Representatives/Staff |
| | | | 4.A.2. Host a teen forum | 5/31/13 | YAC/Staff |
| | | | 4.A.3. Present teens' ideas to city council | 9/1/13 | YAC/Staff |

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
February 13, 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 using the "Allstate Don't Text & Drive" campaign at their meeting held December 5, 2012. 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.

A subcommittee consisting of Commissioners Amador and Hall met with staff to review campaign ideas. Commissioners Amador and Hall suggested the following:

- Partnering with the Tracy Police Department to have them assist with outreach and perhaps having them bring a crashed car to show the consequences of distracted driving
- Having a Police Department representative present at the event to talk to teens about safe driving and the laws
- Playing the "Don't Text & Drive" public service announcement during the event
- Assisting teens to download safe driving apps
- Handing out thumblets
- Encouraging teens to take the pledge by signing their names or putting their thumbprints on the "Don't Text & Drive" banner
- Offering a raffle to all those that take the pledge

The Commission would be responsible to assist at their assigned schools the day of the event. Commissioners will also be tasked with contacting their respective leadership groups to promote the event the last two weeks of March and to assist the day of the event. Each school event will take place between April 8-26, depending upon the school.

The Commission will be tasked to create a flyer and poster for the events which will be posted online, on Facebook and distributed throughout the schools. They will also create an announcement that school faculty and/or students can broadcast during their respective Safe Driving Weeks. The Commission will also be tasked to get 1000 hits on

the Don't Text & Drive YouTube public service announcement throughout the month-long campaign.

RECOMMENDATION

That the subcommittee provide an update in ideas, programs and events for the Don't Text & Drive Campaign.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
February 13, 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 them. Teen volunteer, Alexander Xu, has volunteered to tape and edit the announcement.

The PSA video is due to city staff by February 15, 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
February 13, 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 met with staff to discuss the topics of discussion, relevant speakers, logistics of the event, and how it will be marketed. Their suggestions include the following:

- Having teen-friendly entertainment (approved by mall staff)
- Having a speaker discuss teen-topics
- Having teens text their personal questions to city staff who can answer in front of the group
- Having a survey regarding teen programs and issues including a raffle for prizes once their surveys are turned in. Exhibit B offers suggestions on teen-specific survey questions.

The forum will be the foundation for the next Commission to develop its goals for the following year. Commissioners will be responsible for marketing the forum to high school students via postcards, campus visits, print media advertisements, online banner ads and social media throughout March and April. It is essential that the Commissioners create a marketing timeline and assign themselves various marketing tasks and due dates.

RECOMMENDATION

That the subcommittee discuss the status of the spring teen forum.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

Attachment: Exhibit "B" Spring Teen Forum Plan

SPRING TEEN FORUM PLAN

Spring Teen Forum Outcomes

- Create an environment where teens can feel comfortable sharing their concerns regarding teen issues and to suggest ideas for things for teens to do in Tracy.
- That the Commission establish clear goals and objectives for the 2013/2014 school year based on the discussions and suggestions presented by the teens that attend the Spring Teen Forum.

Spring Teen Forum Survey Questions

Community Service

What do you think needs to be changed in Tracy or made better?

How do you feel you can benefit the community?

Do you know how to get involved?

Economic Development

Do you have a part time job here in Tracy?

What types of businesses do you want to see in Tracy?

What types of businesses do you feel comfortable in?

Recreation & Leisure

Have you ever participated in any of the following?

Recreation Class

Recreation Camp

Teen Dance

Community Service Project

What type of programs would you be most likely to participate in? Choose as many as you need.

Camp

Recreation class

Fitness program

Self-esteem building

Sports related

Teen only dances

Special trips and excursions

Community service projects

Other

Other

What recreational amenities do you wish were in Tracy?

Additional Comments or Concerns you'd like addressed?

All survey results and additional comments will be posted on our Facebook page. The Youth Advisory Commission will review the results and create next year's goals based on teen feedback. Our goals for the 2013/2014 school year will be posted September 1, 2013.

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
February 13, 2013**

AGENDA ITEM 7.a.

REQUEST

**DISCUSS AND APPROVE SUMMER TEEN CAMP PROGRAMS AS PROPOSED BY
SUBCOMMITTEE AND CREATE A MARKETING TIMELINE**

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 was asked to create new and fun summer day camps for teens.

A subcommittee consisting of Commissioners Amador, Goulart and Salaymeh met with staff to develop ideas for new and improved summer day camps for teens 11-15 years old. Ideas include an athletic-type camp using the "Hunger Games" as a theme, hosting an art camp that would include trendy art that appeals to teens, and a music camp that would include instrument instruction and end with a jam session. Other possible camps may include bringing back the "Amazing Race Around Tracy" and introducing a teen-only field trip. All of the camps will be supervised and guided by City staff and all activities will be led by YAC volunteers. Here are their suggestions:

Hunger Games/Survivor Theme- Outdoor Adventure Camp

- Held at Eagal Lakes
- Archery lessons and competition
- Hiking
- Learn how to pack a camping bag
- Learn how to start a fire
- Learn how to filter water
- Go on scavenger hunts
- Play an advanced version of hide-n-seek, capture the flag, steel the bacon, etc.

Arts-n-Stuff

- Duct tape art
- Photography
- Customized Vans
- Art show
- Nail art
- Studio artists give lessons
- Poetry writing and sharing

School of Rock- Music (beginner-intermediate levels)

- Learn percussion instruments: drums, tambourine, symbols, triangle, maracas
- Learn string instruments like guitar and bass

- Learn voice technique and lyrics
- Jam session at the end of the week

Amazing Race Around Tracy

- Scavenger hunt throughout Tracy
- Obstacle courses
- Teams
- Daily rewards
- Out of the ordinary tasks

Field Trips

- Teen-only trips to places like Marine World, Great America, Raging Waters
- All camps will have a 1:4 ratio with staff and a commissioner

The Commissioners' responsibilities will be to host the camp by coordinating and leading activities with city staff.

Commissioners will be responsible for marketing the camps to local junior high school students via postcards, campus visits, print media advertisements, online banner ads and social media March through June. It is essential that the Commissioners create a marketing timeline and assign themselves various marketing tasks and due dates.

RECOMMENDATION

That the Commission discuss and approve the subcommittee's proposed teen camps and create a marketing timeline, March through June.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager