

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, March 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 February 13, 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. Review and approve volunteer public service announcement, subcommittee provide an update on the next two announcements, and create production schedule for the remaining announcements
 - d. Provide an update on the status of the Spring Teen Forum and approve the proposed date and time
7. New Business
 - a. None
8. Items from Staff
 - a. Review calendar
 - March 16- Park Clean up at Hoyt Park, 8am-10am
 - March 20- World Series Trophy Tour at City Hall, 4pm-6pm
 - April 24- Volunteer Recognition Event at City Hall, 5pm-7pm
 - April 26- Don't Text & Drive event at Millennium High School, 9am-11am
 - May 7- Don't Text & Drive event at West High School 11am-1pm
 - May 11- Sutter-Tracy Children's Health Fair, 9am
 - b. Upcoming YAC recruitments
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on April 10, 2013

POSTED: March 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.

February 13, 2013

1. **CALL TO ORDER:** The meeting was called to order by Gill at 6:05 p.m.
2. **ROLL CALL:**
 - a. **Present:** Fuller, Gill, McGuinness, Salaymeh, Hall, Hong, Goulart
 - b. **Absent:** Amador, Khinda
 - c. **Adult Commissioners Present:** Huffman
 - d. **Staff Present:** Laura Johnston, Recreation Coordinator
 - e. **Recorded by:** Beatrice Amezquita, Recreation Leader III
3. **ITEMS FROM THE AUDIENCE:** None
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON January 9, 2012**
 - a. **Motion to Approve:** Fuller
 - b. **Second:** Goulart
 - c. **Abstain:** None
 - d. **Vote:** Approved by majority vote.
5. **CORRESPONDENCE:** Recreation Coordinator Laura Johnston mentioned a fundraiser for the Cherry Blossom Dinner sponsored by the Tracy Sister Cities. The dinner will be held March 9th at 6:00pm
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. Coordinator Laura Johnston went through the goals and told the commission that the items are on track.

 - 1.A.1. SAT/ACT Prep Course and Instructor:
 - Coordinator Laura Johnston received information for ZAPS test prep from Commissioner Goulart and will follow up with ZAPS.
 - 1.B.1. Provide an update on ideas, programs and events for the "Don't Text & Drive" Campaign:
 - Coordinator Laura Johnston discussed that Millennium High school will hold a "Don't Text and Drive Event" April 26. Commissioners Hall and McGuinness recommended that their drama department create a skit about the dangers of driving and texting. The subcommittee for "Don't Text and Drive" has come up with ideas including a pledge poster, having a speaker, handing out flyers, helping teens download the Don't Text and Drive app and bringing a wrecked car to show the consequences of distracted driving. Commissioner Hong will design the "Don't Text and Drive" flyer.
 - 1.C.2. Discuss the status of the volunteer public service announcement
 - The commissioners have outlined scripts for the volunteer PSA. They will be featuring volunteer opportunities that are important to the commissioners. Staff Jun Gandia introduced himself to the commission and explained his background making films and slideshows for other cities with the focus on youth and teen programming. The commission was excited that he was enthusiastic to help the commission. Commissioners

will meet at SAFE to start filming and piecing together their ideas. Filming will be February 19-22. A 1st draft of the PSA will be available to staff by February 25.

1.D.1. Discuss the status of the teen forum

- The subcommittee recommended that the Spring Teen Forum be held at the mall, include a Q&A session with city staff and officials, that questions be sent via texts or Twitter, and include raffles for those that complete the surveys. Coordinator Laura Johnston suggested commissioners reach out to their respective history/government class teachers to provide extra credit for those that attend. Coordinator Laura Johnston said she and the subcommittee will meet and discuss event with mall staff the week of February 19, 2013.

7. New Business:

a. Discuss and approve proposed summer teen camps

Commissioners on the summer camp subcommittee suggested an art camp, outdoor adventure camp and music camp. Commissioners gave brief outlines of the camp and what programs will take place.

Motion to Approve: Gill

Second: Fuller

Vote: Approved by majority vote

8. ITEMS FROM THE STAFF:

a. Review Calendar

Laura Johnston mentioned the next park clean-up will be held March 16th. The location will be at a different park, and the details will be announced at the next meeting. Laura also mentioned that Target staff will be helping too.

9. ITEMS FROM THE COMMISSION: Commissioner Gill requested that group photo of the commission be taken at the park clean up and at the next scheduled YAC meeting.

10. ITEMS FROM THE AUDIENCE: none

11. ADJOURNMENT: Next regular meeting on **March 13, 2013**

a. Motion to Adjourn: Gill

b. Second: Goulart

c. Vote: Approved by majority vote

d. Time: 7:23 pm

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
March 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. Millennium High School is hosting a 2-day seminar 4/24 & 4/25
			1.A.2. Promote course to local high school students	4/15/13	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	5/31/13	Survey will be conducted at Spring Teen Forum in May for next school year
			1.B.2. Promote the event utilizing marketing tools list	4/15/13	YAC- Teen Movie at the Grand
			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	COMPLETE- subcommittee presented ideas for an outdoor camp, music camp and art camp



Tracy - Recreation Division

YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
			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	3/15/13	In progress- Spoke with MHS and West High School activities directors. Set schedule for remainder of year
			2.A.2. Develop a marketing timeline to promote each teen program and event	Ongoing at Each Event	YAC event subcommittees
			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- Volunteer opportunities, Don't Text & Drive, Summer Camps. The anti bullying PSA will be produced and shown in October
			2.C.2. Prepare outline of what the PSA would look like and schedule production	3/13/15	In progress- The first PSA is in production at time of posting



Tracy - Recreation Division

YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
			2.C.3. Show PSAs on Channel 26, social media pages, website and at local schools	3/15/13 4/15/13 5/15/13 5/15/13	In progress- The first PSA is in production at time of posting



Tracy - Recreation Division

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	Park clean up scheduled at Hoyt Park and Dry Climate Park
		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. Subcommittee planning events
			3.C.2. Select a kick off event time, location, after determining a date with schools' activities director	3/15/13	MHS confirmed 4/26, West High confirmed May 7. Meetings with the 3 additional high schools in progress



Tracy - Recreation Division

YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
			3.C.3. Host events at each high school, after determining date with schools' activities directors	4/30/13	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	4/8/13-5/18/13	YAC Assigned School Representatives/Staff
			4.A.2. Host a teen forum	5/13/13	YAC/Staff
			4.A.3. Present teens' ideas to city council	9/1/13	YAC/Staff

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

AGENDA ITEM 6.b.

REQUEST

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

DISCUSSION

The Youth Advisory Commission will be hosting Don't Text & Drive events at local high schools including Tracy High School April 24, Millennium High School on April 26 and West High School on May 7. Kimball High School has not confirmed their date as of posting.

A subcommittee consisting of Commissioners Amador, Gill and Hall met with staff to review campaign ideas. The following is an update on the status of their campaign plan:

- Police Department High School Resource Officer, Rich Graham has agreed to attend our events to provide law-enforcement perspective on distracted driving. He is also working on finding a crashed car to show the consequences of distracted driving
- The Don't Text & Drive public service announcement currently on the City of Tracy's YouTube channel will be playing during the event along with other captivating announcements produced by the California Highway Patrol and "Impact Teen Drivers" through the California Teen Safe Driving Coalition
- Commissioners will assist teens in downloading safe driving apps sponsored by "Text No More"
- Provide giveaways as reminders about not texting while driving including thumblets, wrist bands for the phones and stickers
- School announcements as prepared by the California Teen Safe Driving Coalition
- Encourage teens to take the pledge to not text and drive by signing their names or putting their thumbprints on the "Don't Text & Drive" banner
- Offer a drawing to all those that take the pledge
- Thumb pictures: "Use your thumb for good, not evil". Teens can decorate their thumbs "being good" (i.e. drawing the Superman S on their thumb), take a picture of it and upload them to their Facebook profiles while posting their pledge

Marketing for the campaign will include the following:

- Flyers and posters posted around high schools the week after spring break and throughout the month of April and into the last event in May

- Post all information on YAC Facebook and City webpages, post updates after each event showing the teens' thumbs and commitment to the pledge
- Email blasts to our current customers before each event
- Campaign press release and information posted on City website mid-March
- Commissioners tasked with getting 1000 hits on the YouTube public service announcement throughout April
- Commissioners will make announcements at homeroom classes the week of their respective events
- Respective high school leadership clubs will assist YAC with promoting and hosting events

RECOMMENDATION

That the subcommittee provide an update on programs, events and marketing efforts 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
March 13, 2013**

AGENDA ITEM 6.c.

REQUEST

**REVIEW AND APPROVE VOLUNTEER PUBLIC SERVICE ANNOUNCEMENT,
SUBCOMMITTEE PROVIDE AN UPDATE ON THE NEXT TWO ANNOUNCEMENTS,
AND CREATE PRODUCTION SCHEDULE FOR THE REMAINING
ANNOUNCEMENTS**

DISCUSSION

The Youth Advisory Commission has created its first public service announcement (PSA) on Teen Volunteers and it is set to launch March 15, 2013.

The PSAs are meant to create awareness of the commission's projects as outlined in their goals for the year and to market their projects to encourage involvement. The PSAs will be shown on channel 26, posted on Tracy's YouTube page, and linked and shown on the YAC, City and Recreation Division Facebook pages.

Their first PSA focusses on volunteer opportunities available for teens in Tracy at places such as the animal shelter, Lolly Hansen Senior Center, Boys and Girls Club and the Tracy Library. Their remaining PSAs are on the topics of the Don't Text & Drive campaign and summer day camps for teens. Their fourth PSA will be on anti-bullying and will be shown during Anti-Bullying Month in October.

Commissioners were videotaped and provided voiceovers that highlight specific volunteer opportunities. Staff produced a video with their vignettes and voiceovers into a final PSA. It is necessary for the Commissioners to create production schedules for the remaining PSAs so as to remain on task for the remainder of the year.

RECOMMENDATION

That the Commission review and approve the Volunteer PSA, that the subcommittee provide an update on the next two PSAs, and that the Commission create a final production scheduled with assignments and due dates.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

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

AGENDA ITEM 6.d.

REQUEST

**PROVIDE AN UPDATE ON THE STATUS OF THE SPRING TEEN FORUM AND
APPROVE THE PROPOSED DATE AND TIME**

DISCUSSION

The Youth Advisory Commission will be hosting a Spring Teen Forum for Tracy's teens in May at the West Valley Mall. The forum will be an inviting place for teens to gather and discuss topics that are relevant to teens in Tracy. The forum will be the foundation for the next Commission to develop its goals for the 2013/2014 school year. Due to May's schedule of events including proms, finals, grad-nights and community events, staff proposes that the forum be held on a Monday, May 13 from 2:30-4:30pm.

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. This is a list of the proposed events:

- Jesse Betancourt from the Tracy Chamber of Commerce, "Hire Me First" program will be there to discuss teen internships and jobs as well as have materials for teens on how to secure a job or internship
- Teens will be allowed to text their personal questions to city staff or via Facebook and staff will answer their questions live via text or Facebook. Q&As will also be posted online after the event
- A survey will be made available at the City table where teens will have an opportunity to enter into drawings for completing the survey
- A resource table will have information on topics such as teen jobs, teen services and teen special events
- Teen-friendly businesses (i.e. Starbucks, Cold Stone, Subway) will be asked to provide coupons or gift cards to their businesses
- The West valley Mall has allowed us to set up their small stage and provide tables and chairs in their Target wing
- West Valley Mall staff have offered to assist us in finding teen-friendly entertainment such as hip-hop dancers from the Fine Arts Academy dance studio

Commissioners will be responsible for marketing the event throughout April to including the following:

- Flyers and posters posted at local high schools, West Valley Mall and at teen-friendly businesses throughout Tracy
- A print media advertisement 2 weeks prior to the event
- Posted in Tracy Press Calendar of Events
- Social media updates throughout April
- Postcards available at April's "Don't Text & Drive" events

- Email blasts sent to teen database from those who have participated in teen programs through the city as well as those collected at recent teen events
- High school civics classes' teacher announcements and encouragement to attend with extra credit
- West Valley Mall staff have offered to assist us in promoting the event by allowing us to display our posters throughout the mall a month prior to the event and to post the event on their website and on the Facebook page

RECOMMENDATION

That the subcommittee provide an update on the status of the Spring Teen Forum and approve the proposed date and time.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager