

# 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, April 10, 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 March 13, 2013
5. Correspondence
6. Old Business
  - a. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
  - b. Subcommittee provide an update on programs, events and marketing for the “Don’t Text & Drive” Campaign
  - c. Subcommittee provide an update on the production of the public service announcements, revise current video and production schedule and assign tasks to commissioners
  - d. Postpone the teen forum to the Fall 2013 in order to allow the Commission additional time to plan the event
7. New Business
8. Items from Staff
  - a. Review calendar
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on May 8, 2013

## **POSTED: April 4, 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.

March 13, 2013

1. **CALL TO ORDER:** The meeting was called to order by Commissioner Goulart at 6:02 p.m.
2. **ROLL CALL:**
  - a. **Present:** Fuller, Goulart, Hall, Hong, Khinda, McGuinness, Salymeh
  - b. **Absent:** Amador, Gill
  - c. **Adult Commissioners Present:** None were in attendance
  - 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 February 13, 2012**
  - a. **Motion to Approve:** McGunniess
  - b. **Second:** Fuller
  - 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.A.1. SAT/ACT Prep Course and Instructor:
      - Staff is looking into ZAPS SAT test prep course to see if it's feasible to offer in April.
    - 1.B.1. Provide an update on hosting a teen social event for teens ages 13-17 years:
      - Staff said teen movie event will be held at the Grand Theatre Center for the Arts June 7<sup>th</sup>. There will be a concession stand which will have drinks and snacks.
    - 1.C.2. Plan and implement one new summer teen camp:
      - Tracy's Survival Games: Outdoor Adventure 6/17-6/20 7/15-7/18. Commissioners will work with staff to develop curriculum.
    - 2.B.1. Utilize social media techniques to market events:
      - Staff mentioned reaching out to our teens in our community by posting teen events/camps to the YAC Facebook page and their personal pages.
    - 2.C.1. Create Public Service Announcements to promote YAC and its Activities:
      - YAC created a PSA for volunteering in the community. Staff advised that the Commission add teen-friendly music, less talking, and add something energetic that emphasizes the goal of the video, which will move teens to want to volunteer.
    - 3.C.1. & 3.C.2. Continue to endorse the Don't Text & Drive Campaign:
      - Don't Text & Drive Events will be held in April and May at Tracy, Millennium, West, and Kimball High Schools.

**4.A.1. Host a Teen Forum to collect ideas from Tracy's teens on teen issues:**

- Staff recommended having the Teen Forum after school on a Monday after an early release. YAC suggested having the Teen Forum on a Saturday in the afternoon. YAC believes there will be more teens during this time.

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

Subcommittee gave report about the event which will include a school resource officer and possibly a wrecked car. The Don't Text & Drive PSA will be posted on Facebook and shown at the event, along with other announcements by the CHP and "Impact Teen Drivers". YAC will assist teens in downloading safe driving app, reminder giveaways like thumbtaps and wristbands will be available. Teens will take the pledge with their thumbprint on a banner and be entered into a drawing for prizes, and take pictures of their thumbs as part of their pledge. Posters will be posted on campus the week prior to the schools' events as well as online and in social media. YAC representatives will receive the assistance of their schools' leadership classes/groups in promoting prior and helping at events.

**c. Review and approve the Volunteer Public Service Announcement**

YAC was shown the final edit produced by staff. Although the PSA was a good start, staff advised them it doesn't have a clear message about volunteer opportunities and may not be interesting enough to bring about action. Staff recommended the subcommittee reorganize and find teen-friendly music, and some interesting photos or create short videos of teens enjoying themselves as they are volunteering. Staff showed several examples of other teen PSAs which inspired the subcommittee to re-create the video.

**d. Provide an update on the Spring Teen Forum and approve the proposed date and time**

Staff recommended to YAC to hold the forum on a Monday afternoon after an early-release, as there are several community events on Saturdays in May. Commissioners discussed that teens may not want to go to the mall for this event after school hours, and that it was best to hold the event on a Saturday afternoon when teens will already be at the mall or will want to go to the mall. The subcommittee discussed the proposed events such as having a representative from "Hire Me First" to talk about teen jobs, having a Q&A period done via text or Facebook in live time, having a survey available for teens regarding teen programming, and a small stage for teen-friendly entertainment. Mall staff is working with commissioners and staff to find entertainment. Marketing will be done throughout April and include posters at the mall, an advertisement in the Tracy Press print edition and online, posted on social media, and by gaining support from civics/social studies teachers to provide extra credit for attending. Commissioners will follow up with teachers that will offer the extra credit.

**Discuss and approve proposed Teen Forum**

Commissioners agreed on a date and time frame for the Teen Forum to be held at the mall. They voted for May 4, 2013 from 3pm to 4pm.

**Motion to Hold the Spring Teen Forum on May 4 from 3pm to 4pm: Fuller**

**Second: Hall**

**Vote: Approved by majority vote**

**7. New Business:**

None

**8. ITEMS FROM STAFF:**

**a. Review Calendar:**

- Park clean-up March 16 at Hoyt Park, 8am to 10am
- World Series Trophy at City Hall March 20, 4pm to 6pm. Staff asked if any commissioners were interested in volunteering that can come after school to City Hall to help. Commissioners Hall, Goulart, and Hong said they would come after school.
- April 24 Volunteer Recognition Event at City Hall, 5pm to 7pm
- April 24- Don't Text & Drive event at Tracy High School, 11am to 1pm
- April 26- Don't Text & Drive event at Millennium High School, 9am to 11am
- April 30- Don't Text & Drive event at Kimball High School, 11am to 1pm
- May 7- Don't Text and Drive event at West High School, 11am to 1pm
- May 11- Sutter Tracy Children's Health Fair, 9am to 1pm

**b. YAC recruitments:**

- Applications are out for next school year

**9. ITEMS FROM THE COMMISSION:** Commissioner Fuller said "We need to continue to work on our volunteer PSA, and make it perfect."

**10. ITEMS FROM THE AUDIENCE:** none

**11. ADJOURNMENT:** Next regular meeting on **April 10, 2013**

- a. Motion to Adjourn:** Fuller
- b. Second:** McGuinness
- c. Vote:** Approved by majority vote
- d. Time:** 7:23 pm

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
April 10, 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 Exhibit "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	<p align="center"><b>INCREASE PARTICIPATION IN TEEN PROGRAMS</b></p> <p align="center">-----</p> <p align="center">Increase participation and revenue in teen services and to receive and utilize feedback from the youth in the community.</p>	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.
			1.A.2. Promote course to local high school students	4/15/13	YAC Assigned School Representatives/Staff to advertise in TP and social media, information sent to schools
			1.A.3. Host the course	4/30/13	ZAPS SAT Testing proposed course
		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 for future programming 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	Summer teen camps and programs' postcard sent to schools in April
			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



Think Inside the Triangle

Exhibit "A"  
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/Staff



## Exhibit "A"

Tracy - Recreation Division

### 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	3/15/13	<b>COMPLETE-</b> Met with West High School activities directors, spoke with MHS and received confirmation from KHS and THS via their commissioners that we can use our time at DT&D events to market Spring Teen Forum
			<b>2.A.2.</b> Develop a marketing timeline to promote each teen program and event	Ongoing at Each Event	YAC event subcommittees
			<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.1.</b> Identify 4 service announcement needs and their purpose	9/15/12	<b>COMPLETE-</b> Volunteer opportunities, Don't Text & Drive, Summer Camps. The anti bullying PSA will be produced and shown in October	





**Exhibit "A"**  
Tracy - Recreation Division

**YOUTH ADVISORY COMMISSION GOALS - FISCAL YEAR 2012-2013**

Item	Goal	Objective	Action Steps	Completion Date	Status (Assignment)
		2.C. Create Public Service Announcements to Promote YAC and its Activities	2.C.2. Prepare outline of what the PSA would look like and schedule production	4/10/13	First PSA needs additional time to recreate and edit based on staff's recommendation. Subcommittee preparing production schedule for April meeting
			2.C.3. Show PSAs on Channel 26, social media pages, website and at local schools	TBD based upon completion	In progress- PSA is in production at time of posting



Think Inside the Triangle™

## Exhibit "A"

Tracy - Recreation Division

# 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.</b> Select and conduct a Tracy-Community project for Make A Difference Day	<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.</b> Host at least two park clean ups	<b>3.B.1.</b> Select park clean ups	1/15/13	<b>COMPLETE-</b> Commission chose 3/16/13 and 6/21/13. Park TBD by PW staff
			<b>3.B.2.</b> Host park clean up events	3/16/13 6/21/13	<b>COMPLETE-</b> Hoyt Park 3/16
		<b>3.C.</b> Continue to endorse the Don't Text & Drive campaign	<b>3.C.1.</b> Formulate a list of possible campaign ideas, programs and events	3/15/13	<b>COMPLETE-</b> YAC voted to approve the use of the Allstate Insurance company, "Don't Text & Drive" campaign. Subcommittee has giveaways, safe driving apps, a pledge poster
			<b>3.C.2.</b> Select a kick off event time, location, after determining a date with schools' activities director	3/15/13	<b>COMPLETE-</b> THS confirmed 4/24, MHS confirmed 4/26, KHS confirmed 4/30 and WHS confirmed 5/7
			<b>3.C.3.</b> Host events at each high school, after determining date with schools' activities directors	5/7/13	YAC/Staff



**Exhibit "A"**  
Tracy - Recreation Division

**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	5/4/13	YAC/Staff - posters, social media, mall, website, teacher announcements and extra credit
			<b>4.A.2.</b> Host a teen forum	5/4/13	YAC/Staff
			<b>4.A.3.</b> Present teens' ideas to city council	9/1/13	YAC/Staff

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
April 10, 2013**

**AGENDA ITEM 6.b.**

REQUEST

**SUBCOMMITTEE PROVIDE AN UPDATE ON THE PROGRAMS, EVENTS AND  
MARKETING FOR THE “DON’T TEXT & DRIVE” CAMPAIGN**

DISCUSSION

The Youth Advisory Commission is hosting “Don’t Text & Drive” events at Tracy High School on April 24, Millennium High School on April 26, Kimball High School on April 30 and West High School on May 7. Each event, with the exception of Millennium High School, will be hosted during their two lunch periods. Millennium High School will host their event at 9:00 a.m. Schools’ leadership classes at each school have agreed to assist commissioners in promoting and hosting the events at their respective schools.

Events at the schools include a School Resource Officer present at the city table to discuss with teens the consequences of texting while driving. We will be showing selected safe driving public service announcements via a laptop computer; commissioners will assist teens in downloading safe driving apps, and will be giving away safe driving reminders.

Commissioners will market the events at their respective schools with posters, YAC Facebook updates and event invitations, email blasts to mail lists, and announcements in homerooms. The schools’ leadership classes will also promote the event.

RECOMMENDATION

That the subcommittee provide an update on the programs, events and marketing 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  
April 10, 2013**

**AGENDA ITEM 6.c.**

REQUEST

**SUBCOMMITTEE PROVIDE AN UPDATE ON THE PRODUCTION OF THE PUBLIC SERVICE ANNOUNCEMENTS, REVISE CURRENT VIDEO AND PRODUCTION SCHEDULE AND ASSIGN TASKS TO COMMISSIONERS**

DISCUSSION

In order to meet goal 2.C. Create Public Service Announcements to Promote YAC and its Activities, the Commission identified four public service needs and their purpose, the first being "Volunteering." A subcommittee along with the Commission created a script and videotaped YAC commissioners promoting various volunteer opportunities. Staff edited the pictures and videotapes and produced a video.

The video was shown at the March 13, 2013 Youth Advisory Commission meeting. Staff recommended that the subcommittee reconvene and discussed ways to make the video more appealing to teens that could include adding upbeat music, interesting pictures and possibly the addition of teens in action while volunteering.

The subcommittee will need to develop a new production schedule in order to revise the current video and assign commissioners tasks. The final draft of the video will be shown at the May 8, 2013 meeting.

RECOMMENDATION

That the subcommittee provide an update on the production of the public service announcements, revise the current video and production schedule and assign tasks to commissioners.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager

**CITY OF TRACY  
YOUTH ADVISORY COMMISSION  
April 10, 2013**

**AGENDA ITEM 6.d.**

REQUEST

**POSTPONE THE TEEN FORUM TO THE FALL 2013 IN ORDER TO ALLOW THE  
COMMISSION ADDITIONAL TIME TO PLAN EVENT**

DISCUSSION

The Youth Advisory Commission meeting was held March 13, 2013. Commissioners voted to host the "Spring Teen Forum" at the West Valley Mall, Saturday, May 4 from 3:00 p.m. to 4:00 p.m. The event is scheduled to have live entertainment, information from the Chamber's "Hire Me First" program, as well as teen surveys and a live Q&A via Facebook and texts.

Due to the current timeline for planning such a large event that will encompass teens from all over Tracy, the community's current special events planned throughout May, and due to the Youth Advisory Commission's upcoming commitments to the Don't Text & Drive Campaign and Summer Day Camp programming, it is necessary to postpone the Teen Forum to the fall semester so as to plan the most comprehensive event possible.

School resumes and the 2013/2014 Youth Advisory Commission reconvenes mid-August. The 2013/2014 Youth Advisory Commission may assign a new subcommittee consisting of its current members and new members. The Commission may take what it's already planned to create a new plan for a fall event.

RECOMMENDATION

That the Commission postpone the Teen Forum to the Fall 2013 due to the increasingly busy spring season, in order to allow the Commission additional time to plan the most comprehensive event possible for teens.

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager