

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, May 8, 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 April 10, 2013
5. Correspondence
6. Old Business
 - a. Discuss the status of the 2012/2013 Youth Advisory Commission Goals and Work Plan
 - b. Review and approve the updated volunteer public service announcement, subcommittee provide an update on the production schedule for the Summer Day Camp and Don't Text & Drive announcements, and postpone the Anti-Bullying announcement until October 2013
7. New Business
None
8. Items from Staff
 - a. Review calendar
9. Items from the Commission
10. Items from the Audience
11. Adjournment to next Regular Meeting on June 12, 2013

POSTED: May 2, 2013

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April 10, 2013

1. **CALL TO ORDER:** The meeting was called to order by Commissioner Gill at 6:06 p.m.
2. **ROLL CALL:**
 - a. **Present:** Gill, Fuller, Hall, Hong, Khinda, McGuinness, Salaymeh
 - b. **Absent:** Goulart, McGuinness
 - 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 March 13, 2013**
 - a. **Motion to Approve:** Fuller
 - b. **Second:** Hong
 - 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:
 - Staff Johnston said the SAT prep will be postponed until the fall. ZAPS suggested moving the course to September 2013.
 - 1.B.1. Provide an update on hosting a teen social event for teens ages 13-17 years:
 - Staff said this is complete, and YAC is looking forward to the teen movie event that will be held at the Grand Theatre Center for the Arts June 7th. There will be a concession stand hosted by YAC.
 - 1.C.2. Plan and implement one new summer teen camp:
 - COMPLETE- Tracy's Survival Games: Outdoor Adventure 6/17-6/20 and 7/15-7/18. Commissioners will work with staff to develop curriculum.
 - 2.B.1. Utilize social media techniques to market events:
 - Staff posts teen events/camps on the YAC Facebook page. Staff asked commissioners to "like" City of Tracy – Parks & Community Services Facebook page.
 - b. **Subcommittee provide an update on programs, events and marketing for the "Don't Text & Drive" Campaign**
 - School leadership teachers and clubs will help promote the event on their campus. The event will consist of staff giving out "Don't Text & Drive" thumblets and bracelets. There will also be a drawing for those that take the pledge. A local Allstate agent will be at our table to promote the Allstate campaign against texting and driving and will bring a banner for the thumb pledges. They will also be giving out teen driver information along with

giveaways. Staff stated that YAC members at their respective high schools should attend their school's "Don't Text & Drive" event with their parent's and teacher's permission.

c. Subcommittee provide an update on the production of the Public Service Announcements, revise current video and production schedule and assign tasks to commissioners

- A new PSA subcommittee and staff will get together and brainstorm creative ideas on April 18th for a new PSA. Staff advised the Commission to focus the PSA on a new idea that can attract teens to watch and share. A video that is short, energetic, and that emphasizes the goal of the video is needed.

d. Postpone the teen forum to the Fall 2013 in order to allow the Commission additional time to plan the event

- Staff recommended to postpone the teen forum until late fall. By doing so, YAC and staff will have time to plan for this event. Staff suggested November.

APPROVAL OF POSTPONING THE TEEN FORUM TO NOVEMBER

- a. **Motion to Approve:** Hong
- b. **Second:** Fuller
- c. **Abstain:** None
- d. **Vote:** Approved by majority vote.

7. New Business:

None

8. ITEMS FROM STAFF:

a. Review Calendar:

- 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 & Drive event at West High School, 11am to 1pm
- May 11- Sutter Tracy Children's Health Fair, 9am to 1pm
- YAC recruitments: Applications are out for next school year and due May 30. Staff asked all commissioners to recruit two applicants.

9. ITEMS FROM THE COMMISSION: No report from the commissioners

10. ITEMS FROM THE AUDIENCE: none

11. ADJOURNMENT: Next regular meeting on **May 8, 2013**

- a. **Motion to Adjourn:** Gill
- b. **Second:** Fuller
- c. **Vote:** Approved by majority vote
- d. **Time:** 6:38 pm

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
May 8, 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	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.
			1.A.2. Promote course to local high school students	4/15/13	The SAT prep course will be held in September/October 2013 as agreed upon by the commission
			1.A.3. Host the course	4/30/13	ZAPS Testing
		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	In Progress- Survey developed
			1.B.2. Promote the event utilizing marketing tools list	4/15/13	Survey results will be presented to the 2013/2014 YAC
			1.B.3. Host the event	6/7/13	The 2013/2014 YAC will plan an event using data from the survey results
		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
			1.C.3. Host and lead the summer teen camp	6/30/13	YAC/Staff to be held at Eaqal Lakes



Exhibit "A"
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	COMPLETE- Met with West High School activities directors, spoke with MHS and received confirmation from KHS and THS
			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	2.C.1. Identify 4 service announcement needs and their purpose	9/15/12	COMPLETE- YAC identified 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)
		Announcements to Promote YAC and its Activities	2.C.2. Prepare outline of what the PSA would look like and schedule production	TBD	COMPLETE- Subcommittee redesigned production for volunteer, summer camp, Don't Text & Drive using iMovie
			2.C.3. Show PSAs on Channel 26, social media pages, website and at local schools	TBD based upon completion	PSAs will be shown pending approval of staff and commission



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	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	COMPLETE- Hoyt Park 3/16
		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 has giveaways, safe driving apps, a pledge poster
			3.C.2. Select a kick off event time, location, after determining a date with schools' activities director	3/15/13	COMPLETE- THS confirmed 4/24, MHS confirmed 4/26, KHS confirmed 4/30 and WHS confirmed 5/7
			3.C.3. 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	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	5/4/13	Commission voted to postpone Teen Forum to the Fall 2013
			4.A.2. Host a teen forum	5/4/13	Commission voted to postpone Teen Forum to the Fall 2013
			4.A.3. Present teens' ideas to City Council	9/1/13	Commission voted to postpone Teen Forum to the Fall 2013

**CITY OF TRACY
YOUTH ADVISORY COMMISSION
May 8, 2013**

AGENDA ITEM 6.b.

REQUEST

REVIEW AND APPROVE THE UPDATED VOLUNTEER PUBLIC SERVICE ANNOUNCEMENT, SUBCOMMITTEE PROVIDE AN UPDATE ON THE PRODUCTION SCHEDULE FOR THE SUMMER DAY CAMP AND DON'T TEXT & DRIVE ANNOUNCEMENTS, AND POSTPONE THE ANTI-BULLYING ANNOUNCEMENT UNTIL OCTOBER 2013

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. A first draft video promoting volunteerism was produced and shown to the Commission at their regularly scheduled meeting on March 13, 2013. Staff recommended that the subcommittee reconvene and discuss ways to make the video more appealing to teens.

At the regularly scheduled YAC meeting on April 10, 2013, the Commission voted to revise the current video and create a new production schedule. The subcommittee, Commissioner Hall and Commissioner Fuller, met with staff on April 18, 2013 and chose a more upbeat and exciting theme resembling a movie trailer for a superhero movie using Apple's iMovie program. The theme of the video is about how being a volunteer creates superheroes out of teens. The humorous theme, exciting graphics and entertaining music create a more memorable video that teens will want to watch and share, and cause action.

The theme of the Summer Day Camp PSA also uses the iMovie template in order to create an adventure movie trailer depicting some of the exciting teen camps to be held at Eagal Lakes and the Grand Theatre. The subcommittee has chosen to create a news-themed video through iMovies for the Don't Text & Drive PSA using clips videotaped during the Don't Text & Drive events at the high schools. Both of the PSAs will be produced in May and shown at the regularly scheduled YAC meeting on June 12, 2013. The approved PSAs will be posted on the City of Tracy YouTube channel, on the city's website, sent via Facebook, shown on Channel 26 and as previews before movies at the Grand Theatre Center for the Arts throughout June and July. Staff recommends that the anti-bullying PSA be postponed until October 2013, during the Anti-Bullying Awareness Month, with production during September 2013.

RECOMMENDATION

That the Commission review and approve the updated Volunteer Public Service Announcement, subcommittee provide an update on the production schedule for the Summer Day Camps and Don't Text & Drive announcement, and postpone the anti-bullying announcement until October 2013.

Agenda Item 6.b.
May 8, 2013
Page 2

Prepared by: Laura Johnston, Recreation Coordinator

Approved by: Kim Scarlata, Recreation Manager