

NOTICE OF REGULAR MEETING

Pursuant to Section 54954.2 of the Government Code of the State of California, a Regular Meeting of the **TRACY ARTS COMMISSION** is hereby called for:

Date/Time: **Tuesday, February 9, 2010, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **City Hall Conference Room 109**
333 Civic Center Plaza, Tracy, CA

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Tracy Arts Commission on any item, before or during consideration of the item, however, no action shall be taken on any item not on the 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 Tracy Arts Commission member to sponsor the item for discussion at a future meeting.*
4. Approval of Minutes from Regular Meeting on January 12, 2010
5. Correspondence
6. Items from the Commission
7. Items from Staff
8. Items from the Audience
9. Adjournment

POSTED: February 2, 2010

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 Tracy Arts Commission regarding any item on this agenda will be made available for public inspection in the Cultural Arts Division located at 715 Central Avenue, Tracy, CA during normal business hours.

January 12, 2009

1. **CALL TO ORDER:** The meeting was called to order by Chair Howard at 7:06 p.m.
2. **ROLL CALL:**
 - a. **Present:** Commissioners Howard, Silveira, Fuller, Rothschild, Sangha, Jones and Hays
 - b. **Absent:** None
 - c. **Staff Present:** William Wilson II, Gallery Supervisor; Leon Churchill, Jr., City Manager
 - d. **Recorded By:** Meagan Mayer, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON December 8, 2009**
 - a. **Motion to Approve:** Commissioner Fuller
 - b. **Second:** Commissioner Silveira
 - c. **Abstain:** None
 - d. **Vote:** Approved by unanimous vote.
5. **CORRESPONDENCE:** None
6. **NEW BUSINESS:**
 - a. **Discuss the New Role of the Tracy Arts Commission in Relationship to the City Of Tracy and the Grand Theatre Center for the Arts:** Chair Howard welcomed new Commissioners and asked that they introduce themselves.
 - i) Jass Sangha – Has been a Tracy resident for 10 years; Volunteers at Tracy Sutter Hospital; Retired
 - ii) Michael Hays – Photographic Artist; Originally from Phoenix
 - iii) Marlene Jones – Has been a Tracy resident for 20 years; Volunteers around the Community; RetiredChair Howard provided orientation to the new Commissioners by reviewing the Tracy Arts Commission binders, processes and guidelines around meetings, and discussed the Subcommittee and Advisory Committees. Admin Assistant Mayer advised she would email Rosenberg's Rules of Order to the Commissioners the following week. Commissioner Rothschild stated it may be helpful to have Assistant City Attorney Bill Sartor to attend a future meeting to discuss the Brown Act guidelines. Chair Howard requested staff ask that he attend the next possible meeting. She advised the new Commissioners that if they felt they had a conflict of interest, they should recuse themselves from the conversation. Gallery Supervisor Wilson suggests that the new Commissioners become familiar with some key documents: Cultural Arts Master Plan, Civic Art Plan and Bylaws. GS Wilson reviewed the aspects of the Civic Art Subcommittee that include the City Collection, Civic Art Catalog. He advised that there are several potential CIP's that are upcoming that Civic Art will hopefully become part of. Currently the Civic Art Subcommittee is working on a large revision of the Civic Art Plan. Commissioner Sangha inquired who they should contact if they have questions before or

after a meeting. GS Wilson advised the Commissioners can either contact the Chair or Staff. Rosters are in each binder with everyone's contact information.

GS Wilson provided a recap of the staff report. City Manager Churchill advised that it is necessary to evaluate the status of the Tracy Arts Commission. Currently finalizing recent downsizing, which will result in less staff support for the Tracy Arts Commission. One suggestion is how to match available resources to support boards and commissions. City has been struggling with the governance of the Grand Theatre. Currently have three advisory committees for the governance of the Grand Theatre which doesn't appear to be helpful due to the many diverse arts groups within the City Of Tracy. It is important for these groups to come together. A Board of Directors will be proposed for the Grand Theatre Center for the Arts. The Board will be charged with fundraising, programming feedback, etc. Most likely the Board will take on the responsibilities of the Advisory Committee members. Seats on the board will include some specific designated seats and some at-large seats. It may be a possibility to have a Tracy Arts Commissioner hold a spot on the Board. It is also a possibility that the Board may choose to have Subcommittees. Tracy Arts Commission will still be looked to for fundraising assistance.

Commissioner Hays inquired if CM Churchill felt that the Grand would be viable and remain around for awhile. CM Churchill stated absolutely. He advised the City is committed to the arts and the Grand Theatre. He stated commitment isn't always stated in dollars. We will begin to contract out more and be more entrepreneurial. The risk will be shifted from the City to the Contractors, Presenters and Promoters. It is possible that this new model will create more programming since it is a different financial model. Historically the City's net contribution (tax payer's contribution) has been approximately \$1 million which is down from \$1.6 million from a year ago.

CM Churchill suggests taking advantage of some of the resources we will be bringing on board. He stated the hope is that the Promoter/Producers brought on board, will also handle Music in the Park. It will be up to the Tracy Arts Commission to determine the types of genres they would like to bring in and which markets they would like to tap for fundraising. CM Churchill advised that fundraising/sponsorship is highly recommended. He advised the Multi Cultural Festival has been struggling and is important to re-think the marketing of the festival in order to find the right audience.

Commissioner Howard advised normally at this time, the Commissioners would select the Subcommittees they would like to be on. At this time, that will be placed on hold until further notice. GS Wilson advised that Chair Howard is in the position to nominate and appoint members to serve on an Advisory Committee as necessary. Chair Howard requested Commissioners to email her their interests for which Committee they would like to sit on, as these are still active until further notice. Commissioner Silveira advised that participating on a Subcommittee is very important and each person's input is valuable. She advised it is very important to attend the Subcommittee meetings that you commit to.

Commissioner Rothschild stated he supports the idea of a Board of Directors. Felt there may have been fewer miscommunications if this was previously in place. He is concerned that it could be overpowered by some larger Community Groups. CM Churchill advised the board has to be of significant size to accommodate the varied talent that the Grand Theatre needs yet provide sufficient numbers so there is a perfect voice. A significant number has to be devoted to people for fundraising. It is a primary

responsibility of a board of directors for an arts facility. It will need to be determined which groups/stakeholders will hold a "voice" on this board. The challenge will be getting everyone to work together and communicate and the Board will be tasked with enforcing this. The Public is still welcome to attend any of the meetings to share their opinions.

Commissioner Jones inquired if this proposal changes the management of the Grand Theatre Center for the Arts. CM Churchill advised previously management was decentralized. The governance of the facility is what will be one of the main focus points. GS Wilson advised these changes are all part of the evolution of the project. Commissioner Fuller stated she agrees with cutting back on the number of concerts for Music in the Park. She suggested incorporating the Multi Cultural Festival with the Bean Festival to take advantage of an established audience. CM Churchill stated they are looking into tapping into various community events as well as looking to enhance the film series. Commissioner Hays inquired if the City had an individual responsible for media/public relations. CM Churchill advised that position has been eliminated; however, we still have outside assistance when needed. Currently marketing efforts are minimal so it will be necessary to increase those funds. Commissioner Sangha inquired if Commissioners have connections with the media personally, should they represent themselves as a Commissioner or an employee with the City of Tracy. CM Churchill advised they represent themselves as a Commissioner.

7. OLD BUSINESS:

a. Discuss and Review the Results of the Tracy Transit Station Civic Art Projects:

GS Wilson reviewed staff report and provided timeline to help follow the events and process of the project. Commissioner Rothschild stated he prepared a letter in response to Sandra Mollen's December correspondence. GS Wilson advised a personal letter is not appropriate for this topic. Commissioner Rothschild advised it is not a personal letter, but a letter responding back to the Commission in regards to some of the points addressed in the letter. Commissioner Rothschild provided copies of the letter. GS Wilson suggested holding a Q&A period for the new Commissioners to allow them a better understanding of the Tracy Transit Station Project. GS Wilson provided an overview of the TTS project and the pieces of artwork that will be installed at the TTS. Commissioners reviewed letter to the Commission.

GS Wilson provided an overview of the Civic Art Subcommittee. He advised the Subcommittee was charged with the review of the proposals as well as evaluating the opinions of the public and presenting back to the Tracy Arts Commission. GS Wilson reviewed timeline of project. GS Wilson advised Ms. Mollen's letter was submitted to the Tracy Arts Commission in time for the December 8, 2009 meeting.

Commissioner Rothschild stated he did not feel that the Staff report is an accurate or complete representation of the letter. GS Wilson advised Staff does their best to summarize the pertinent information and is not intended to be a line-by-line report. Commissioner Rothschild requested the Commission to review his response.

GS Wilson provided his feedback on the response letter. He advised the process of the project was very thorough. The process is followed by Staff and presented at the Subcommittee level. The Subcommittee has a very large voice in regards to the Civic Art Plan. In some cases, the Civic Art Subcommittee has the ability to make recommendations in and of themselves. In an attempt to treat all projects equally, Staff

determined that regardless of the size of the budget, Staff would present the recommendations of all projects to Council for review. Typically Council only reviews projects that exceed \$50,000. GS Wilson confirmed that Commissioner Rothschild was a part of this project throughout the timeline. He participated as an individual and along with other members of the Community. The Subcommittee took all feedback and opinions very seriously. The review process is a very public process and allows several opportunities for individuals to express their opinion.

The goals of the project are outlined in the Request For Proposal. The RFP calls for conceptual proposals from artists. The Subcommittee provided guidelines, topics of interest, goals of the project. It is up to the artist/designer to interpret that information and submit their idea back to the Subcommittee for review. Some conceptual proposals require clarification and that is GS Wilson's job as staff to obtain that and provide it back to the Subcommittee, Commission and the public. The Civic Art Plan designates a large piece to the guidelines and it is GS Wilson responsibility to follow those guidelines. The RFP sets a goal to identify topics that the Commission and Subcommittee felt were important to incorporate into the projects. The goal of the Civic Art Plan is not to solely reflect or document Tracy's history, however, it was a goal with this project. This was reflected in all communication and documentation regarding this project. Commissioners had numerous opportunities to provide their opinions regarding this project.

GS Wilson advised his greater interest to focus on the goal of the Civic Art Plan and the Tracy Transit Station and stay away from personal agendas. GS Wilson advised it is not productive to go back and discuss the "he said" and "she said" details. He stated that Staff's perspective is that all Commissioners were adequately represented in the process.

Commissioner Rothschild advised that his main concern is that he does not feel that the process was fair and clear to the Tracy Arts Commission. He suggested that anyone who wants to determine if this project was reflected correctly should obtain a copy of the RFP and go through the Museum to form their own opinion. Chair Howard stated this is not a Museum, it is a Transit Station and the project was to commission art for the Station, not items for a Museum. She expressed concern that the TTS continues to be referred to as a Museum. Commissioner Rothschild stated he believes his letter specifically states that he understands this is not a Museum and was just a misuse of words. Chair Howard stated she feels the Subcommittee followed the guidelines for the Civic Art Plan and the RFP.

GS Wilson reinstated that these projects were presented to the entire Tracy Arts Commission for review and approval and all projects were approved by the Tracy Arts Commission. He stated that it is very important that when speaking about a project, that your voice is reflective of the vote you casted and support the projects as a member of the Tracy Arts Commission.

Commissioner Hays inquired what the goal is for this agenda item. Chair Howard stated it is to clarify the process so that this issue is not a problem in the future. CM Churchill advised the main learning point of this is that when a body votes on an item, each Commissioner is obligated to communicate the wishes of the body based on the decided vote.

8. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Hays:** Stated that there is a possibility he may have a Conflict of Interest at times due to the production of art. Shared feedback he received on the Customer Service at the Grand Theatre Center for the Arts.
- b. **Commissioner Jones:** Recently attended a film festival in Stockton. Feels something like this would benefit the City of Tracy.
- c. **Commissioner Silveira:** Advised the Mexican Heritage Center will be displaying art from different cultures beginning in February 2010.

9. **STAFF ITEMS:**

- a. **Gallery Supervisor Wilson:** Advised the Grand Galleries Advisory Committee met in December to review exhibitions proposals. Artists were selected and the new exhibition season will be on display beginning January 30, 2010. The new season will collaborate with the Tracy Art League. The season will close out in the summer with a surprise photographer from the Community.

10. **ITEMS FROM THE AUDIENCE:**

- a. **Deborah Littleton; Tracy, CA:** Inquired about the process for applying for any open spot on one of the Grand Advisory Committees. GS Wilson advised applications can be obtained from the City Clerk's office. Ms. Littleton made a suggestion to consider marketing by including an insert in the Utility bills and at Cinemark movie theatres. Stated that voting was originally done based on a tight time-frame and the Subcommittee followed the guidelines as stated. Enjoyed the process and looks forward to participating as a Community member.
- b. **Christina Frankel; Transportation Commissioner:** Provided feedback on the process for the Civic Art project. She stated she was very pleased with the work done by GS Wilson. She expressed that she was displeased when the process was challenged after the fact, which she felt in turn challenged the results. She encourages the Tracy Arts Commissioners to keep moving forward.

11. **ADJOURNMENT:**

- a. **Motion to Adjourn:** Commissioner Fuller
- b. **Second:** Commissioner Silveira
- c. **Vote:** Approved by unanimous vote.
- d. **Time:** 9:32 p.m.