

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, June 8, 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 May 11, 2010
5. Correspondence
6. Old Business
 - a. Review, Discuss and Approve Special Events Subcommittee Recommendations for the 2010 Multi-Cultural Festival
7. New Business
 - a. Select Commissioners to Emcee the 2010 Music in the Park Series
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: June 1, 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.

**TRACY ARTS COMMISSION
REGULAR MEETING MINUTES
May 11, 2010**

1. **CALL TO ORDER:** Chairman Howard called the meeting to order at 7:03 p.m.
2. **ROLL CALL:**
 - a. Present: Barbara Howard; Mercedes Silveira; Marvin Rothschild; Jass Sangha; Marlene Jones; Michael Hays
 - b. Absent: Anne Marie Fuller
 - c. Staff Present: William Wilson, II, Gallery Supervisor, Jeffrey Haskett, Technical Theatre Supervisor
 - d. Recorded By: Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** Larry Gamino a representative from Westside Pioneers addressed the Commission about a mural the Landmark committee was planning for the Centennial Celebration. The idea came from the City of Livermore which has several murals depicting the City's history. Mr. Gamino expressed his interest and met with the Engineering Department. Since there are so many hurdles to overcome to place the mural on a city building, Mr. Gamino stated the committee is now pursuing a private location. Commissioner Howard suggested Mr. Gamino meet with staff to discuss how the Civic Art Plan may help with this project. Commissioner Silveira suggested a special meeting if necessary once staff has met with Mr. Gamino.
4. **APPROVAL OF REGULAR MINUTES FROM MARCH 9, 2010, SPECIAL MEETING MINUTES ON APRIL 27, 2010, SPECIAL EVENTS SUBCOMMITTEE MEETING MINUTES ON APRIL 9, 2010:**
 - Regular Minutes March 9, 2010
 - a. Motion: Commissioner Rothschild
 - b. Second: Commissioner Silveira
 - c. Abstain: None
 - d. Vote: Approved
 - Special Meeting Minutes April 27, 2010
 - a. Motion: Commissioner Rothschild
 - b. Second: Commissioner Hays
 - c. Abstain: None
 - d. Vote: Approved
 - Special Events Subcommittee Minutes April 9, 2010
 - a. Motion: Commissioner Silveira
 - b. Second: Commissioner Hays
 - c. Abstain: None
 - d. Vote: Approved
5. **CORRESPONDENCE:** None
6. **NEW BUSINESS:**
 - a. **Review and Discuss 2009-2010/2010-2011 Tracy Arts Commission Budgets:**
GS Wilson gave a brief overview of the 2009-2010/2010-2011 budgets. From a historical perspective the allocations for the Multi-Cultural Festival and Music in the Park

have decreased. The exception is the Civic Art Program. This program has increased due to the investment in the City's collection and the expense to maintain the collection. Budgets for the Multi-Cultural Festival and Music in the Park have been part of the discretionary spending cuts.

The Tracy Arts Commission has approximately \$2,343 in the TAC checking account and the Tracy Friends for Parks Recreation and Community Services Foundation combined. If the funds from these accounts are not utilized, Music in the Park will only have four concerts during FY 2010-11. Staff has recommends utilizing the balance in these accounts to cover the cost of sound technicians and to offset the cost of hospitality to performers for the 2010 Music in the Park Series.

Various Commissioners inquired about fundraising and partnerships to offset some of the costs for the Multi-Cultural Festival and Music in the Park. Commissioner Sangha asked if Commissioners can solicit donations. GS Wilson stressed that Commissioners are not to solicit donations.

Currently the City has a Communication/Marketing Strategic Team which provides feedback for all requests for sponsorships from staff or the various departments. GS Wilson stated the City is trying to identify the needs for support. The Commission will need to identify their type of support needed for their programs. For example, the Commission may identify hospitality and marketing as a need for sponsorships. Staff would need to meet with a potential sponsor and then take the request to the Communication/Marketing Strategic Team.

TTS Haskett explained the Commission is not guaranteed funds for their programs. GS Wilson explained the Commission needs to decide how large they want their events and length of the event.

Commissioner Rothschild would like to see the Music in the Park concerts increase as does Commissioner Jones.

The Commission noted that the Multi-Cultural Festival was successful when it was held at Lincoln Park instead of The Grand Theatre. The park gave the festival more visibility. Commissioner Silveira saw a decline of vendors due to the increase in fees and the location change.

A motion was made to use the \$2,343 from the TAC checking account and the Tracy Friends for Parks Recreation and Community Services Foundation account for the 2010 Music in the Park and to allow an amount to keep the account active.

- a. Motion: Commissioner Silveira
- b. Second: Commissioner Rothschild
- c. Abstain: None
- d. Vote: Approved

- b. **Review and Discuss Consideration of Visual Arts at the Music in the Park Series:**
Staff was asked to identify issues and provide recommendation to the Commission for discussion and consideration of adding a visual arts component to the Music in the Park concert series. GS Wilson stressed to the Commission that there are several issues to consider since the event is outdoors. For example there are risk management issues, liability and lack of display equipment to name a few.

Commissioner Rothschild likes the idea but feels this may have to be done near the end of the season.

Commissioner Hays clarified his vision for this event. He is envisioning 10x10 tent space be allocated to vendors. Commissioner Hays would like to look at this event for the future. GS Wilson stressed the Commission can enhance events but can not create new special events. GS Wilson also stated there would need to be a process for participation.

Commissioner Sangha felt this might be a good addition to the Multi-Cultural Festival. Commissioner Jones agreed.

Staff recommends that no visual arts component be added to the Music in the Park this year. The Commission agreed that they do not have the ability to provide the visual arts component at the 2010 Music in the Park series.

7. OLD BUSINESS:

- a. **Review and Confirm Talent, Dates and Expense for the 2010 Music in the Park Series:** TTS Haskett informed the Commission he has verbal confirmations for the Music in the Park series. He was able to secure the Commission's first choice of performers for each concert. TTS Haskett explained the cost for the event and stressed the funds from the TAC checking account and the Tracy Friends for Parks, Recreation and Community Services Foundation account will help offset the costs.

A motion was made to accept the talent, dates and expenses as identified for the 2010 Music in the Park series.

- a. Motion: Commissioner Silveira
- b. Second: Commissioner Rothschild
- c. Abstain: None
- d. Vote: Approved

8. ITEMS FROM THE COMMISSION:

- a. **Commissioner Sangha:** Attended the Emerging Artists Auditions on May 8, 2010. No one auditioned on that day. The next audition is May 15, 2010, and she may be a little late. She informed the Commission of the Panjabi Cultural Festival on May 15, 2010 at Lincoln Park.
- b. **Commissioner Howard:** Attended the Celtic Woman performance at the Sacramento Memorial Auditorium.
- c. **Commissioner Silveira:** Attended the May Day celebration event. The event had K-6 grade students singing in Hawaiian. It was a bilingual event.

9. ITEMS FROM STAFF:

- a. **Gallery Supervisor Wilson:** The next exhibition will be opening May 22, 2010, and feature Dave Olmstead.

10. ITEMS FROM THE AUDIENCE:

11. ADJOURN:

- a. Motion: Commissioner Rothschild
- b. Second: Commissioner Silveira
- c. Vote: Unanimous
- d. Time: 8:49 p.m.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
June 8, 2010**

AGENDA ITEM 6.a.

REQUEST

**REVIEW, DISCUSS AND APPROVE SPECIAL EVENTS SUBCOMMITTEE
RECOMMENDATIONS FOR THE 2010 MULTI-CULTURAL FESTIVAL**

DISCUSSION

The Special Events Subcommittee met on June 4, 2010, to discuss the future of the 2010 Multi-Cultural Festival. Due to limited staffing and recent budget cuts, as well as the Commission's desire to improve the event, the Commission needs to review and discuss continuation of the 2010 Multi-Cultural Festival with limited resources and funds.

The current budget for the 2010/2011 Multi-Cultural Festival is \$3,500 which is a significant decline since the 2007/2008 festival.

FISCAL IMPACT

The current budget for the 2010/2011 Multi-Cultural Festival is \$3,500.

RECOMMENDATION

Review, Discuss and Approve Special Events Subcommittee's recommendations for the 2010 Multi-Cultural Festival.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
June 8, 2010**

AGENDA ITEM 7.a.

REQUEST

SELECT COMMISSIONERS TO EMCEE THE 2010 MUSIC IN THE PARK SERIES

DISCUSSION

There are five concerts scheduled for the 2010 Music in the Park Series. The concert dates are as follows:

- June 17th KAWEH
- June 24th Valley Concert Band
- July 1st Cash Tribute featuring James Garner
- July 8th Stompy Jones
- July 15th The Cocktail Monkeys

Commissioners who would like to emcee one or more concerts will need to provide staff with their first and second choices. Commissioners will introduce the Emerging Artist who is singing the National Anthem, make any special announcements, and introduce the performers. In addition, Commissioners are expected to greet the audience and distribute promotional materials from the Cultural Arts Division.

FISCAL IMPACT

The budget for the 2010 "Music in the Park" entertainment fees is \$11,080.

RECOMMENDATION

Select Commissioners to Emcee the 2010 Music in the Park Series