

# 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, December 14, 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 November 9, 2010
5. Correspondence
6. Old Business
  - a. Review and Discuss FY 2010/2011 Tracy Arts Commission Budgets
  - b. Review 2010 Music in the Park Series and Discuss 2011 Music in the Park Series Location
7. New Business-None
8. Election of Chair and Vice-Chair
9. Items from the Commission
10. Items from Staff
11. Items from the Audience
12. Adjournment

**POSTED: December 9, 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  
November 9, 2010**

1. **CALL TO ORDER:** Chairman Howard called the meeting to order at 7:00 p.m.
2. **ROLL CALL:**
  - a. Present: Barbara Howard; Mercedes Silveira; Anne Marie Fuller; Jass Sangha; Marlene Jones; Michael Hays
  - b. Absent:
  - c. Staff Present: William Wilson, Gallery Supervisor; Jeffrey Haskett, Technical Theatre Supervisor
  - d. Recorded By: Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** Christina Frankel, Pete Mitracos, Frank Cameron, Rowland Cheney were present at the meeting to discuss item 6.b.
4. **APPROVAL OF REGULAR MINUTES FROM SEPTEMBER 14, 2010; CIVIC ART SUBCOMMITTEE SPECIAL MEETING MINUTES ON AUGUST 19, 2010; CIVIC ART SUBCOMMITTEE SPECIAL MEETING MINUTES ON SEPTEMBER 30, 2010; CIVIC ART SUBCOMMITTEE SPECIAL MEETING MINUTES ON OCTOBER 5, 2010; CIVIC ART SUBCOMMITTEE SPECIAL MEETING MINUTES NOVEMBER 3, 2010:**
  - Regular Minutes September 14, 2010
    - a. Motion: Commissioner Silveira
    - b. Second: Commissioner Fuller
    - c. Abstain: None
    - d. Vote: Approved
  - Civic Art Subcommittee Special Meeting Minutes August 19, 2010
    - a. Motion: Commissioner Jones
    - b. Second: Commissioner Silveira
    - c. Abstain: None
    - d. Vote: Approved
  - Civic Art Subcommittee Special Meeting Minutes September 30, 2010  
Commissioner Rothschild was not present for vote
    - a. Motion: Commissioner Jones
    - b. Second: Commissioner Fuller
    - c. Abstain: None
    - d. Vote: Approved
  - Civic Art Subcommittee Special Meeting Minutes October 5, 2010
    - a. Motion: Commissioner Jones
    - b. Second: Commissioner Fuller
    - c. Abstain: None
    - d. Vote: Approved

Civic Art Subcommittee Special Meeting Minutes November 3, 2010

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

5. **CORRESPONDENCE:** Commissioner Rothschild submitted his letter of resignation effective immediately. Applications were handed out to Commissioners to give to potential Commissioners.

6. **OLD BUSINESS:**

a. **Review and Discuss Outcome of Multi-Cultural Stage at the 2010 Tracy Bean**

**Festival:** TTS Haskett informed the Commission that on the first day of the event there were some logistical problems between the Chamber of Commerce and their contractors causing a minor delay in the stage and audio set-up. This resulted in the misplacement of the Global Village. However, the stage was the most successful stage of the Bean Festival and achieved the highest attendance at any given time. It has been estimated that over 3000 people spent a significant amount of time enjoying the stage and surrounding area. Chair Howard asked each of the Commissioners to present their thoughts on the weekend event.

Commissioner Sangha stated the event was popular and well visited. There was no global village on Sunday due to a misunderstanding on Saturday. The booths ended up at the back of the stage. There were some complaints of no foot traffic due to the location. An announcement was made around 2:00pm regarding the location of the global village and it seemed to help.

Commissioner Hays was unable to locate the Commission booth on his day to volunteer. He would have like to have had some notification that the global village was not active on Sunday. Overall he felt the investment was worth it and the stage was a hit.

Commissioner Jones stated the entertainment was good and there were wonderful displays and she would like to see the event continue into the future.

Commissioner Fuller thought it was great to combine with the Tracy Bean Festival. The Chamber of Commerce helped advertise the event. She did feel that maybe next year since the stage was sponsored by the Commission that a Commissioner should make the announcements of each performer.

Commissioner Silveira was the main coordinator of the Global Village. She along with numerous volunteers arrived at 7:30 a.m. and the stage was not in place. A phone call was made to GS Wilson and to the Chamber of Commerce regarding the stage. Maria Valenzuela from the Chamber came and determined the location of the stage. Once the location was determined the booths were set-up in an East/West direction. Volunteers were excited and happy to learn that they had two more spaces for groups. The stage crew came to set-up the stage and asked Commissioner Silveira where to place the stage. Commissioner Silveira directed them to the location that was determined by the Chamber representative. The stage crew contacted the Chamber and they were given the exact location of the stage. Shortly thereafter, the stage was moved underneath the canopy. Commissioner Silveira asked Ms. Zolfaghar if the stage could stay in the present location since the global village was supposed to be in front of the stage. The repositioning of the stage placed the global village behind the stage. Ms. Zolfaghar indicated her priority was for the children to not be in the sun when they performed.

Commissioner Silveira stated that Ms. Zolfaghar was not told she had to take direction from Commissioner Silveira. There was an offer to move the booths from the back of the stage to the front. It was impossible to move each booth and there was not enough space to fit all of them. The volunteers were afraid their items would be damaged if moved. At the end of the day the volunteers were given the option to return on Sunday and they declined. Several pictures were taken to see how much sun really shined over the stage. Pictures were taken of the space between the stage and the booth.

Commissioner Silveira also commented on the announcements of the performers. Commissioner Silveira stated the Punjabi performers were put together by one of the Commissioners. According to Commissioner Silveira the individual paid for their meals, lodging and airfare to attend the festival. This person asked to speak about the performers and her request was denied. Apparently, some performers were able to describe their dances while others were not given the chance.

Commissioner Silveira met with Assistant City Manager Maria Hurtado regarding the future of the event. Also, Commissioner Silveira and Sangha met with the Chamber of Commerce and asked to be part of the Tracy Bean Festival Committee. Both meetings were successful and the next Chair of the global village will be included on the Chamber subcommittee. Commissioner Silveira's recommendations will be sent to Assistant City Manager Maria Hurtado and to the Chamber of Commerce on how to improve the event. Such recommendations include placement and announcement of performers and marketing in the Tracy Press.

Commissioner Howard was not present that weekend, but stressed there always needs to be some flexibility when working with another group. The issue of the sun would not have been known until it happened. Staff needed to make sure the performers were performing under good conditions.

TTS Haskett stated the canopy set-up on the street was intended to be for the stage. Ms. Zolfaghar made some contacts regarding the stage. The placement of the stage was the most desired location. As for the decision of restricting those performers to speak on stage that was due to Ms. Zolfaghar's work with TTS Haskett for the last 3 weeks and time constraints. TTS Haskett stated she was doing her job as a stage manager and once a stage manager is assigned TTS Haskett allows them to do their job.

GS Wilson state as a point of protocol the Special Event Subcommittee is a 3-member committee and as a courtesy there should have been a meeting with all 3 subcommittee members to decide if there were to be any outside meetings.

The subcommittee would like to meet during the first week of December to discuss and be proactive for next year. GS Wilson did inform the Commission that the Chamber is re-evaluating the Bean Festival and it may not happen next year. Overall the Commission would like to continue the event but would like to increase exposure and communication.

- b. **Review and Approve Civic Art Recommendation for the Downtown Park Plaza Landmark Project:** GS Wilson informed the Commission that the Civic Art Subcommittee has been working during the summer reviewing project proposals for the final selection. Staff was informed that the grant for the project was not funded. However, a new cycle for applications begins after the first of the year and there is a possibility of applying for Measure K funds. This selection is scheduled to go to City

Council in January and will be a 2-part presentation. The first will be an overview and refining of the plaza and the second will be the landmark component. There was a strong effort to have the public's voice heard. The projects were displayed for 8 weeks with approximately 200 surveys received. This has been the largest amount of surveys to date. Six proposals were in contention. GS Wilson asked the subcommittee members present to speak on their experience and the selection. The piece selected was by Rowland Cheney and is a bronze statue of a Rail Worker/Farmer.

Commissioner Jones felt the process was an adventure and useful. The subcommittee selected the best piece that fits the area perfectly.

Commissioner Howard stated that the subcommittee and the public had the top 2 projects rated almost evenly. She also thought the piece was beautiful and was the best fit for the location.

Frank Cameron stated the location was right in line with the piece. He also wanted the Commission to know that the subcommittee discussed other towns that had historic downtowns.

Christina Frankel felt the process has evolved from her last experience with the Transit Station. The subcommittee looked at different ideas, formants, concept and context of location. Although she had her personal favorites this piece will be an iconic piece for Tracy for years to come. It represents what downtown was and wants to be going into the future. This could be a draw to Tracy.

Pete Mitracos stated the piece fits the location and is an anchor to 6<sup>th</sup> Street and Central Avenue. This piece references history and future. There is room for discussion on the base.

Commissioner Hays had some medical problems and was unable to complete the process.

Rowland Cheney spoke to the Commission regarding his piece. He has been a part of the valley community for a long time. He has taught for 35 years at San Joaquin Delta College. His piece is a concept piece that is never 100% complete. It is close to what he thought would work for the particular site. This is a part of how he sees the world. He would like the ability to refine the piece to make sure it is what everyone wants. There is lots of texture in the piece and he would like to modify it a little while working with the subcommittee. Minor manipulations can take place to add diversity while trying to stay within the budget. It will take approximately 1-2 years before the piece is complete. Mr. Cheney showed the Commission two examples of his work. Conversations have taken place regarding changing the ethnicity of the farmer.

GS Wilson informed the Commission that he is looking for a funding source to place Mr. Cheney under contract.

Commissioner Fuller asked if there will be a water element and the answer was no.

Commissioner Silveira felt the piece was missing a woman since they played an important roll.

Ms. Frankel stated that not all art can represent all people. At the Tracy Transit Station the subcommittee tried to encompass diversity, ethnicity and gender. There is a

dichotomy between the industrial world and the simple farmer in this piece. The subcommittee is looked at body of work and will work with Mr. Cheney to bring gender and ethnicity. Ms. Frankel did note that the subcommittee needs to respect the artist's vision.

- a. Motion: Commissioner Hays
- b. Second: Commissioner Fuller
- c. Abstain: None
- d. Vote: Approved

7. **NEW BUSINESS:** None

8. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Silveira**: Took a trip to Mexico for the bicentennial celebration of the Mexican Revolution. She took many pictures of the architecture and visited the home of Diego Rivera.
- b. **Commissioner Fuller**: Has been busy covering the election.
- c. **Commissioner Jones**: Attended the San Francisco Symphony.
- d. **Commissioner Hays**: He was mentioned in Commissioner Fuller's article. "I am Still Beautiful" has received over 966 fans on Facebook from 21 different countries.
- e. **Commissioner Sangha**: Invited everyone to a luncheon on Sunday November 28, 2010.
- f. **Commissioner Howard**: Has been working on the Civic Art Subcommittee.

9. **ITEMS FROM STAFF:**

**Technical Theatre Supervisor Wilson**: Informed the Commission that there are numerous CIP's that will involve the Civic Art Subcommittee and the Commission.

10. **ITEMS FROM THE AUDIENCE:**

11. **ADJOURN:**

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Hays
- c. Vote: Unanimous
- d. Time: 8:45 p.m.

**CITY OF TRACY  
TRACY ARTS COMMISSION SPECIAL MEETING  
December 14 2010**

**AGENDA ITEM 7.a.**

REQUEST

**REVIEW AND DISCUSS FY 2010-2011 TRACY ARTS COMMISSION BUDGETS**

DISCUSSION

On May 11, 2010, the Tracy Arts Commission reviewed and discussed the 2009-2010/2010-2011 Tracy Arts Commission budgets. This discussion included the impact on funding due to budget cuts. Expenses for FY 2010-10 include the Civic Art Program, Multi-Cultural Festival and Music in the Park. Current expenses are as follows:

| <b>Civic Art Program</b> |                |                 | <b>Multi-Cultural Festival</b> |                |                 | <b>Music in Park</b> |                 |                 |
|--------------------------|----------------|-----------------|--------------------------------|----------------|-----------------|----------------------|-----------------|-----------------|
| <b>Budget</b>            | <b>\$2,500</b> | <b>Expenses</b> | <b>Budget</b>                  | <b>\$3,500</b> | <b>Expenses</b> | <b>Budget</b>        | <b>\$10,000</b> | <b>Expenses</b> |
| Collections Software     |                | 100.00          | Talent                         |                |                 | Talent               |                 | \$8,000         |
| Collection Maintenance   |                | 1000.00         | Hospitality                    |                |                 | Permits/Insurance    |                 |                 |
| Collection Acquisitions  |                |                 | Permits/Insurance              |                |                 | Hospitality          |                 | \$423           |
| Marketing                |                |                 | Tech Services                  |                |                 | Tech Services        |                 | \$2,250         |
| Labor                    |                |                 | Marketing                      |                |                 | Marketing            |                 |                 |
|                          |                |                 | Labor                          |                | 572.25          | Labor                |                 |                 |
|                          |                |                 | Stage                          |                | \$3,000         |                      |                 |                 |
| <b>Grand Totals</b>      |                | <b>\$1,400</b>  |                                |                | <b>(\$72)</b>   |                      |                 | <b>(\$673)</b>  |

FISCAL IMPACT

There is no fiscal impact to the Arts Administration budget for FY 2010-11 at this time.

RECOMMENDATION

Review and Discuss FY 2010-2011 Tracy Arts Commission Budgets.

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
December 14, 2010**

**AGENDA ITEM 7.b.**

**REQUEST**

REVIEW 2010 MUSIC IN THE PARK SERIES AND DISCUSS 2011 MUSIC IN THE  
PARK SERIES LOCATION

**DISCUSSION**

The 2010 Music in the Park Series offered five concerts through the months of June and July. All the top choices recommended by the Special Events Subcommittee were approved by the Commission and secured by Staff. The concerts and estimated attendance were:

|                       |  |     |
|-----------------------|--|-----|
| June 17 <sup>th</sup> | KAWEH                                      | 350 |
| June 24 <sup>th</sup> | The Valley Concert Band                    | 475 |
| July 1 <sup>st</sup>  | Johnny Cash Tribute Featuring James Garner | 500 |
| July 8 <sup>th</sup>  | Stompy Jones                               | 450 |
| July 15 <sup>th</sup> | The Cocktail Monkeys                       | 400 |

Most of the public feedback to staff was good, and the majority came from people who were happy to see classical music from the Valley Concert Band added to the series. Any negative feedback received was in relation to the shortened series due to budgetary constraints.

Next years Concert Series will most likely be affected by Lincoln Park improvements and budgetary restrictions and staff requests the Tracy Arts Commission discuss the vision and goals of a possible 2011 Music in the Park Series along with a possible change of venue.

**FISCAL IMPACT**

Entertainment fees were \$8,000. Labor and Audio Fees were \$2,250. Hospitality cost \$423. Total cost of the 2010 Music in the Park series was \$10,673.

**RECOMMENDATION**

Review 2010 Music in the Park Series and Discuss 2011 Music in the Park Series  
Location