

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, January 11, 2011, 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 December 10, 2010, and Special Event Subcommittee Special Event Subcommittee Meeting on January 4, 2011
5. Correspondence
6. Old Business
 - a. Review and Approve the Special Event Subcommittee's Recommendation for the 2011 Music in the Park Series
7. New Business
 - a. Review and Discuss the Special Event Subcommittee's recommendations for 2011 Programming Budget and Use of Music in the Park for Fundraising Opportunities
 - b. Appoint Two Additional Commissioners to the Budget Subcommittee and Task the New Committee with Proposing the Tracy Arts Commission's 2011/2012 Budget and Subsequent Budget Request to Staff Preparing the Cultural Arts Divisions 2011/2012 Budget, Setting Fundraising Goals and Levels for the Commission.
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: January 7, 2011

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
December 14, 2010**

1. **CALL TO ORDER:** Chairman Howard called the meeting to order at 7:36 p.m.

2. **ROLL CALL:**

- a. Present: Barbara Howard; Mercedes Silveira (arrived at 7:43 pm); Anne Marie Fuller; Marlene Jones; Michael Hays
- b. Absent: Jass Sangha
- 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:** None

4. **APPROVAL OF REGULAR MINUTES FROM NOVEMBER 9, 2010:**

- Regular Minutes November 9, 2010
- a. Motion: Commissioner Fuller
- b. Second: Commissioner Jones
- c. Abstain: None
- d. Vote: Approved

5. **CORRESPONDENCE:** GS Wilson will be sending information electronically regarding Phase 1 of the Arts Economic Impact report that was recently released.

6. **OLD BUSINESS:**

- a. **Review and Discuss FY 2010/2011 Tracy Arts Commission Budgets:** GS Wilson informed the Commission that there is a deficit in the Multi-Cultural and Music in the Park budgets. GS Wilson does not expect to spend all of the funds in the Civic Art Program which may help with the Music in the Park Series.

GS Wilson also informed the Commission that the Commission can make a capital funds request during the budget process. The process begins in January and staff will find out more regarding the process.

Fundraising has been available to the Commission in the past and GS Wilson stated there is a level of underwriting support allowing Commissioners to facilitate support. \$5000 or more must be approved by City Council. Any amount under \$5000 can be facilitated directly by Commissioners. Staff will research the information needed for Commissioners to give to potential donors.

The January meeting will consist of the discussion of the budget. The Commission was asked to send any ideas regarding the budget to staff as soon as possible. The Commission was informed that the checking account has been closed but a line item in the budget will be created for their underwriting support.

A special event subcommittee meeting will be held the first week of January.

- b. **Review 2010 Music in the Park Series and Discuss 2011 Music in the Park Series Location:** TTS Haskett stated the feedback regarding the series was positive. The majority of the comments came from individuals who were happy to see classical music from the Valley Concert Band. Any negative feedback received was in relation to a shortened series due to the budgetary constraints.

Next years series may be affected by the Lincoln Park renovation. Staff has asked the Commission to think about the vision of the series, what it means and why it is at one particular park. TTS Haskett informed the Commission that they may have the opportunity to collaborate with other events such as the Taste of Tracy and/or even change the venue. Staff will research potential parks and report back to the Commission. Civic Center Plaza, Veterans Park, Dr. Powers and parks in different neighborhoods may be potential locations. All of the Commissioners agreed that parking is a strong desire. The special event subcommittee will begin the process of looking at potential sites in January.

7. **NEW BUSINESS:** None

8. **ELECTION OF CHAIR AND VICE-CHAIR:** Commissioner Sangha who was absent gave her proxy to staff and nominated Commissioner Silveira for Chair. Commissioner Silveira accepted. Commissioner Hays nominated Commissioner Fuller and Commissioner Fuller accepted. Commissioner Silveira was elected Chair by a 3-2 vote.

Commissioner Silveira nominated Commissioner Jones for Vice-Chair and Commissioner Jones accepted. Commissioner Jones nominated Commissioner Fuller for Vice-Chair and Commissioner Fuller accepted. Commissioner Fuller was elected by a 4-1 vote.

GS Wilson informed the Commissioners that if they send a proxy in the future they should send one for all elected offices. The two offices will be effective January 1, 2011, with elections being held again in June to coincide with the rest of the Boards and Commissions and to comply with the bylaws.

9. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Jones:** Attended a fundraiser for the Coalition for the Homeless at a new gallery on 10th Street. There were people as far away as Los Angeles and San Francisco. The event was catered by Helm's Ale House.
- b. **Commissioner Fuller:** Wish everyone a Happy Holiday and thank the Commissioner for her nomination.
- c. **Commissioner Hays:** Had a piece displayed at the fundraising event that Commissioner Jones attended.
- d. **Commissioner Howard:** Met with City Manager Leon Churchill. Their discussion was regarding the direction of the Commission. CM Churchill is supportive of fundraising opportunities. At this time nothing is changing with the Commission. There is discussion regarding the Grand Foundation which is similar to a Board of Directors. An individual Commissioner on their own accord would be given the opportunity to be on the board. However with all boards and foundations there is a time and financial obligation. The financial obligation would be solely the Commissioner's responsibility. CM Churchill is extremely supportive of the Music in the Park Series. She wished everyone Happy Holidays.
- e. **Commissioner Silveira:** Thanked staff for their hard work and would like to be of help in any way she can.

10. ITEMS FROM STAFF:

Gallery Supervisor Wilson: Informed the Commission that in the last 4 months the art galleries in town have tripled. Saturday December 18, 2010, the gallery will have extended hours for holiday shopping.

Technical Theatre Supervisor Haskett: Informed the Commission that gift cards are on sale at the box office.

11. ITEMS FROM THE AUDIENCE: None

12. ADJOURN:

- | | |
|------------|-----------------------|
| a. Motion: | Commissioner Fuller |
| b. Second: | Commissioner Silveira |
| c. Vote: | Unanimous |
| d. Time: | 8:32 p.m. |

DRAFT

January 4, 2011

1. **CALL TO ORDER:** The meeting was called to order by Chair Silveira at 2:15 p.m.

2. **ROLL CALL:**

- a. **Present:** Commissioners Howard, Silveira, and Sangha
- b. **Absent:** None
- c. **Staff Present:** Jeffrey Haskett, Technical Theatre Supervisor
- d. **Recorded By:** Stacey Merjil, Administrative Assistant II

3. **ITEMS FROM THE AUDIENCE:** None

4. **DISCUSS 2011 MUSIC IN THE PARK SERIES LOCATION AND BUDGET**

TTS Jeffrey Haskett informed the subcommittee that it is possible to change the location of Music in the Park since Lincoln Park may not be available and to collaborate with another event.

Civic Center Plaza is the location currently utilized by the Taste of Tracy and is held on Friday evenings. The Taste of Tracy will be offered 4 times throughout the summer. Combining the Music in the Park and Taste of Tracy would allow for a larger event with greater exposure and an ease on the entertainment budget. Also the Movies on the Plaza are offered on Fridays throughout the summer and the remainder of the Music in the Park Series could alternate the additional Fridays.

There is also the possibility to have Music in the Park at other parks around the City. The subcommittee was concerned that if citizens could not find the park the attendance numbers may decline. Also citizens may be confused each week and less likely to attend if the location was not consistent.

The subcommittee also discussed the possibility of having surveys at the Music in the Park Series along with fundraising opportunities. Sponsorship levels were briefly discussed. For example a \$1000 sponsor could possibly receive a tent and banner for all of the performances and a table to display their items. Staff will research the cost for tents for possible sponsors. Sponsors will also receive exposure on Channel 26. The subcommittee suggested targeting local doctor's offices, banks, realtors, and other local business. Some of these businesses may currently advertise in penny saver and they could potentially use those funds to sponsor Music in the Park while increasing their exposure.

The subcommittee recommends having the Music in the Park Series at Civic Center Plaza throughout the 2011 series and combine with the 4 Taste of Tracy events. The remainder of the series would alternate with Movies on the Plaza. The subcommittee recommends the budget subcommittee meet to discuss the budget for FY 2011/2012. The Special Event Subcommittee is also recommending the Budget Subcommittee look at the following amounts for the Tracy Arts Commission budget:

Music in the Park	\$10,000
Multi-Cultural Festival	\$ 5,000
Civic Art	\$ 3,000

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Administration	<u>\$ 2,000</u>
	\$20,000

Based on past contributions of \$5000 the budget would be short \$15,000 and therefore the Special Event subcommittee is recommending the Budget Subcommittee recommend to staff to request \$13,000 during the City budget process. Also the Special Event subcommittee is recommending the Budget Subcommittee determine sponsorship levels for fundraising and a script to solicit sponsors.

5. ADJOURNMENT:

Time: 3:34 p.m.

DRAFT

CITY OF TRACY
TRACY ARTS COMMISSION SPECIAL MEETING
January 11, 2011

AGENDA ITEM 6.a

REQUEST

Review and approve the Special Event Subcommittee's recommendation for the 2011 Music in the Park Series.

DISCUSSION

On January 4, 2011, the Special Event Subcommittee met to discuss plans for the 2011 Music in the Park Series. Staff delivered the news that the renovation construction of Lincoln Park could and would most likely interfere with the usual Music in the Park programming. Thoughts on moving the location to a new park or to a series of different parks were discussed. Also the idea of combining with other city events to make bigger and more successful events was discussed.

The subcommittee settled on recommending the Music in the Park series be moved to Friday nights, all to be held at Civic center Plaza and be combined with Taste of Tracy and work around Movie Nights to provide one continuous set of events for the public during the summer.

Staff has met and researched this idea. Working with the current dates for Taste of Tracy and Movies on the Plaza the Commission would have the opportunity to offer 7 concerts total and three combined with Taste of Tracy. The dates are as follows:

Date	Event
June 10	Movies on the Plaza
June 17	Concert
June 24	Concert with Taste of Tracy
July 8	Concert
July 15	Movies on the Plaza
July 22	Concert with Taste of Tracy
July 29	Concert
August 5	Movies on the Plaza
August 12	Concert
August 19	Concert with Taste of Tracy

Combination of these events in one location means that the public can expect events every Friday during the summer. It will allow for more cost effective marketing and money set aside for entertainment during Taste of Tracy can go toward the Music in the Park series and would save the Arts Commission up to \$2100.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review and approve the Event Subcommittee's recommendation for the 2011 Music in the Park Series.

**CITY OF TRACY
TRACY ARTS COMMISSION SPECIAL MEETING
January 11, 2011**

AGENDA ITEM 7.a.

REQUEST

Review and discuss the Special Event Subcommittee's recommendations for 2011 Programming Budget and the use of Music in the Park for fundraising opportunities.

DISCUSSION

On January 4, 2011, the Special Event Subcommittee met and discussed the budget required to continue offering the Arts Commission's annual events in FY 2011/2012. They would like to recommend that the Budget Subcommittee consider the following amounts be allocated in the Arts commissions budget and the Commission's request to staff for the City's 2011/2012 Budget process.

The Subcommittee also would like to recommend that the Arts Commission use the Music in the Park series as a fundraising opportunity and that the Budget subcommittee also address that topic. It was identified that the Music in the Park series is the Commissions' most publicly visible program and that businesses and individuals might wish to support or use the event to advertise. Supporting part of the Music in the Park budget (the largest of the commission's programs) with sponsors would allow the monies received from Council to go farther in the overall programming of the Arts Commission.

Recommended Allocations are as follows:

Event	Allocation
Music in the Park	\$10,000
Multi-Cultural Festival	\$5,000
Civic Art	\$3,000
Administrative	\$2000

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review and discuss the Special Event Subcommittee's recommendations for 2011 Programming Budget and the use of Music in the Park for fundraising opportunities.

**CITY OF TRACY
TRACY ARTS COMMISSION SPECIAL MEETING
January 11, 2011**

AGENDA ITEM 7.b.

REQUEST

Appoint Two Additional Commissioners to the Budget Subcommittee and task the new Committee with proposing the Tracy Arts Commission's 2011/2012 budget and subsequent budget request to staff preparing the Cultural Arts Divisions 2011/2012 Budget, setting fundraising goals and levels for the Commission.

DISCUSSION

The Commission's Budget Subcommittee has not met for some time. The only Commissioner left serving on the Subcommittee was Marvin Rothschild who resigned in November 2010. Recently appointed Commissioner Ffjorren Zolfaghar will finish his term and will fill that position on the Committee. The Subcommittee still requires two additional Commissioners.

In preparation for staff to submit budget requests for the FY 2011/2012 the Budget Subcommittee will need to make recommendations to the Commission for a programming budget and put together the request to forward to staff for the FY2011/2012 Budget request for City Council.

Staff would like this in two parts. Line item allocations for programming and expenses of the Arts Commission, including fundraising goals, and an overall total amount of General Fund monies requested with justifications. A special meeting of the Arts commission might be required in order to provide staff with a request before the end of January.

Certain Fundraising opportunities might exist within Commission programming. The Budget Subcommittee should submit fundraising goals, values and marketing of such for a program.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Appoint Two Additional Commissioners to the Budget Subcommittee and task the new Committee with proposing the Tracy Arts Commission's 2011/2012 budget and subsequent budget request to Staff preparing the Cultural Arts Divisions 2011/2012 Budget, setting fundraising goals and levels for the Commission.