

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, March 8, 2011, 7:00 p.m.**
(or as soon thereafter as possible)

*****PLEASE NOTE LOCATION CHANGE*****

Location: **Grand Theatre Center for the Arts, Visual Arts 1**
715 Central Ave., 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 February 8, 2011; Special Events Subcommittee Minutes from March 3, 2011
5. Correspondence
6. Old Business
 - a. Discuss and Approve the Special Events Subcommittee's Recommendation for the 2011 Music in the Park Series and Request Staff to begin the Negotiation and Booking Process
 - b. Review and Approve Emerging Artist Program
7. New Business-None
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: March 3, 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
February 8, 2011**

1. **CALL TO ORDER:** Chairman Silveira called the meeting to order at 7:01 p.m.

2. **ROLL CALL:**

- a. Present: Barbara Howard; Marlene Jones; Jass Sangha; Mercedes Silveira, Anne Marie Fuller; Ffjorren Zolfaghar
- b. Absent: Michael Hays
- 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:**

4. **SPEAKER'S BUREAU PRESENTATION: Overview on City of Tracy Business Friendly Efforts:** Director Andrew Malik from the Department of Development & Engineering Services gave a brief presentation of the City of Tracy's Business Friendly Efforts. His presentation included a PowerPoint. Mr. Malik shared the seven Business Partnership Principles which are 1) Prioritize Economic Development Efforts; 2) Save Businesses Money; 3) Save Businesses Time; 4) Provide Regulatory Guidance; 5) Make Information Accessible; 6) Provide an Outstanding Quality of Life and 7) Communicate with the Community.

Commissioner Jones asked if there were any plans for Trader Joes or Whole Foods and the long-term horizon for these stores to come to Tracy. At this time these stores are not coming to Tracy.

Commissioner Silveira asked about higher education. The Learning Center will move to the Chrisman site.

There was a question as to whether the City is courting specific companies to come to Tracy. The Northeast Industrial Area has numerous manufacturing companies locating in the area.

The Commission wanted to know what was being done to attract businesses and people to downtown. There are plans for the downtown plaza. There was also a question regarding crime and where it is specifically coming from. According to the crime statistics, violent crime is down 12%, property crime is down 16%.

Commissioner Zolfaghar thought the presentation was wonderful but wanted to know if someone asks why they should bring their business to Tracy what the response is from City staff. Director Malik informed the Commission that sometimes staff does everything possible to attract a business and another City or State may just have more incentives. So there is competition within the industry.

Commissioner Silveira has some concerns with the Air Soft site located so close to the fields at the Holly Sugar site. It is a lease for 50 acres and still has to go before City Council for approval. Citizens will be able to address City Council when the item is presented.

The Commission enjoyed the presentation and thanked Director Malik for the information.

5. **APPROVAL OF REGULAR MINUTES FROM JANUARY 11, 2011; CIVIC ART SPECIAL MEETING JANUARY 21, 2011; BUDGET SUBCOMMITTEE SPECIAL MEETING JANUARY 27, 2011:**

Correction: Item 6.a. Commissioner Fuller had concerns that the public might perceive they have to pay for the event.

Regular Minutes January 11, 2011
a. Motion: Commissioner Fuller
b. Second: Commissioner Howard
c. Abstain: None
d. Vote: Approved with correction

Special Meeting January 21, 2011
a. Motion: Commissioner Howard
b. Second: Commissioner Zolfaghar
c. Abstain: None
d. Vote: Approved

Special Meeting January 27, 2011
a. Motion: Commissioner Fuller
b. Second: Commissioner Zolfaghar
c. Abstain: None
d. Vote: Approved

6. **CORRESPONDENCE:**

7. **OLD BUSINESS:**

- a. **Approve Budget Subcommittee's Recommendation for FY 201/2012 Budget Request to Staff for a total of \$20,200:** On January 27, 2011, the budget subcommittee met to discuss the FY 2011/2012 budget proposal and recommended allocations to the Civic Art, Music in the Park, Multi-Cultural Event and Administrative budgets. Commissioner Fuller explained to the Commission that the subcommittee took a realistic approach. In keeping with past years, the subcommittee targeted \$2,500 as their fundraising goal. Each Commissioner would be responsible for raising \$348. Commissioner Zolfaghar reiterated that by fundraising it shows the Commissions commitment to these programs.

Commissioner Howard asked if the subcommittee discussed ways to fundraise the \$2,500. That was tabled for another meeting. Commissioners Sangha and Jones also support fundraising.

Commissioner Howard asked where the money is coming from for the talent. In the past, talent has been paid for and volunteers have also performed. She also asked if there was any discussion on what to do with the extra funds if the Commission exceeded their fundraising goal. The Commission could decide where to spend those funds at a later date.

GS Wilson informed the Commission that the subcommittee was sensitive to the shared responsibility of fundraising and did not want to create fundraising goal too overwhelming.

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

8. NEW BUSINESS: NONE

9. ITEMS FROM THE COMMISSION

- a. **Commissioner Howard**: Has attended arts shows and symphonies. She enjoyed Commissioner Hays' exhibition.
- b. **Commissioner Zolfaghar**: Thought Commissioner Hays' exhibition was wonderful. Announced TPAF is performing Barefoot in the Park. The E-Academy performed Doubt. She is also directing Rent for E-Academy. Rehearsals for Rent begin next week. Murder at Poker City is happening at the E-Annex.
- c. **Commissioner Sangha**: Had been busy with family and friends.
- d. **Commissioner Jones**: Attended the last dinner theater and thought it was great. She attended a bell ringing performance and has been watching the Oscar nominated films.
- e. **Commissioner Silveira**: Attended the Latin American Scholarship Crab feed. Enjoyed the Ballet Folklorico performance at the event.

10. ITEMS FROM STAFF:

Gallery Supervisor Wilson: Informed the Commission that Commissioner Hays had his gallery talk last weekend. Audience came from all over San Joaquin County. Expressions will be opening soon. The recommendations for the Aquatic Center have been presented to the project manager and architect.

Technical Theatre Supervisor Haskett: Informed the Commission that the Grand Theatre is half way through the season. Dangerous Dinos will be this weekend. A large amount of 1st and 2nd graders will be attending. Staff will need to set a meeting up with the presenting season committee to begin preparation for next year. A meeting will also need to be set-up for Special Events to plan for Music in the Park. At that time the Special Event subcommittee will look at the emerging artist and marking on Channel 26.

11. ITEMS FROM THE AUDIENCE: None

12. ADJOURN:

- a. Motion: Commissioner Jones
- b. Second: Commissioner Sangha
- c. Vote: Unanimous
- d. Time: 8:15 p.m.

March 3, 2011

1. **CALL TO ORDER:** The meeting was called to order by Chair Silveira at 10:11 a.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. **REVIEW AND SELECT 2011 MUSIC IN THE PARK ENTERTAINMENT AND DISCUSS EMERGING ARTISTS** TTS Haskett informed the subcommittee that there will be 7 concerts this season. The 2010/11 Music in the Park Series featured genres from Rock/Cover Band, Jazz/Classical, Country and Latin. TTS suggested the subcommittee look at adding a Blues Band and another Rock/Cover Band. Three of the Music in the Park events will be held with the Taste of Tracy. It was requested that Jazz, Rock/Cover Band and Latin music be used at these three events.

The subcommittee listened to over 30 samples of music from several artists. The recommendations are as follows:

Jazz	Rock/Cover	Country
Dean Moore	Take2 Party Band	Larkin Poe
Hurricane Sam	Department of Rock	Buck Ford
Latin	Others	
Michael Tejada	Black Irish Band	Dave Crimmen
Scott Martin Band	Megan Slankard	Tradwinds Dance Band

The subcommittee also briefly discussed the emerging artist program. Commissioner Howard was not in favor of continuing the program. Commissioner's Silveira and Sangha would like to see it continue and will be on the selection committee.

5. **ADJOURNMENT:**

Time: 11:50 p.m.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
March 8, 2011**

AGENDA ITEM 6.a

REQUEST

Discuss and Approve the Special Event Subcommittee's Recommendation for the 2011 Music in the Park Series and Request Staff to begin the Negotiation and Booking Process

DISCUSSION

On Thursday March 3, 2011 the Special Event Subcommittee meet to review submitted bands for entertainment for the Music in the Park Series. Bands and musicians of all types were reviewed and Commissioners brought some ideas of there own. Four must have Genres were identified as well as other options to fill out the dates. Below is a chart of the Genres and the first and second picks:

Jazz	Rock/Cover	Country
Dean Moore	Take2 Party Band	Larkin Poe
Hurricane Sam	Department of Rock	Buck Ford
Latin	Others	
Michael Tejada	Black Irish Band	Dave Crimmen
Scott Martin Band	Megan Slankard	Tradwinds Dance Band

Staff will report back after performers are booked and contracts are signed.

FISCAL IMPACT

Booking of the bands will draw from the commission's event budget approved February 8, 2011. Not to exceed \$8,400.

RECOMMENDATION

Approve the Special Event Subcommittee's Recommendations for the 2011 Music in the Park Series and request Staff to begin the negotiation and booking process.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
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AGENDA ITEM 6.b.

REQUEST

Review and Approve Emerging Artist Program

DISCUSSION

On Thursday March 3, 2011 the Event Subcommittee meet to discuss the Emerging Artist program as it is part of the Music in the Park program.

The Subcommittee voted to keep the program and Commissioner Silveira and Commissioner Sangha agreed to head up the audition panel.

Emerging Artist is a young artist under the age of 18 that sings the National Anthem prior to the concert at the Music in the Park series. The Tracy Arts Commission conducts auditions for the youths to sing a'cappella and then selects a singer for each of the summer concerts. The typical age ranges from 10 to 18 years.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review and Approve Emerging Artist Program