

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, April 12, 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 March 8, 2011; Civic Art Subcommittee on Minutes March 17, 2011; Budget Subcommittee Minutes on March 25, 2011
5. Correspondence
6. Old Business
 - a. Review and Approve Fundraising Goals and Levels
7. New Business-None
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: April 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
March 8, 2011**

1. **CALL TO ORDER:** Chairman Silveira called the meeting to order at 7:00 p.m.

2. **ROLL CALL:**

- a. Present: Barbara Howard; Marlene Jones; Jass Sangha (arrived at 7:06); Mercedes Silveira, Anne Marie Fuller (arrived at 7:01); Ffjorren Zolfaghar (arrived at 7:01); Michael Hays
- b. Absent:
- c. Staff Present: Jeffrey Haskett, Technical Theatre Supervisor
- d. Recorded By: Stacey Merjil, Administrative Assistant II

3. **ITEMS FROM THE AUDIENCE:**

4. **APPROVAL OF REGULAR MINUTES FROM FEBRUARY 8, 2011; SPECIAL EVENT SUBCOMMITTEE SPECIAL MEETING MARCH 3, 2011:**

Regular Minutes February 8, 2011

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

Special Meeting March 3, 2011

The adjournment time was correct from 11:50 p.m. to 11:50 a.m.

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

5. **CORRESPONDENCE:** None

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:** On March 3, 2011, the Special Event Subcommittee met to discuss the Music in the Park Series. The categories selected for this year's event are Jazz, Rock/Cover, Country, Latin, and an other category.

Commissioner Zolfaghar has another possible band to perform. However, since the selections have already been determined the Commission suggested the name be forwarded to TTS Haskett to have for the future. The Commission approved the 2011 Music in the Park entertainment.

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

- b. **REVIEW AND APPROVE EMERGING ARTIST PROGRAM:** The Special Event Subcommittee also approved the Emerging Artist Program. 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. Commissioners Silveira and Sangha will head up the audition panel. Commissioner Zolfaghar will be an alternate. The Commission approved the Emerging Artists Program.

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

7. **NEW BUSINESS: NONE**

8. **ITEMS FROM THE COMMISSION**

- a. **Commissioner Zolfaghar:** Announced Tracy Performing Arts Foundation will be performing Sunshine Boys March 4th – March 6th. RENT troop may also be performing before the Sunshine Boys performance. She is also directing RENT. She attended the North American Body Painting Championships and was a model for that event.
- b. **Commissioner Howard:** Has purchased tickets for the San Francisco Symphony and is receiving coupons for 50% off. The Tracy Women's Club and Tracy Women's Forum will be having a fundraiser at the Grand. They will be presenting Iron Jawed Angels.
- c. **Commissioner Sangha:** Is organizing a fundraiser for United Way. The fundraiser will be at both Mountain Mike locations from 5pm to 10pm.
- d. **Commissioner Jones:** Attended a Kindered Arts Performance featuring piano pieces.
- e. **Commissioner Fuller:** Attended an event featuring various dance performances at the Grand. She attended the Sandra Cantu event.
- f. **Commissioner Silveira:** She attended the Sandra Cantu event. She would also like to meet with Eddy Reyes regarding a partnership. This must go before the entire Commission.
- g. **Commissioner Hays:** Was happy about his exhibition. The event had great media support and this was the first time he did an artist talk.

9. **ITEMS FROM STAFF:**

Technical Theatre Supervisor Haskett: There will be a meeting on March 10, 2011, at 6:00 p.m. to select the 2011/2012 Presenting Season.

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

11. **ADJOURN:**

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Jones
- c. Vote: Unanimous
- d. Time: 7:30 p.m.

**TRACY ARTS COMMISSION CIVIC ART SUBCOMMITTEE
SPECIAL MEETING MINUTES
Thursday, March 17, 2011**

1. **CALL TO ORDER:** Meeting called to order at 11:08 a.m.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Marlene Jones
 - b. **Absent:** Michael Hays
 - c. **Staff Present:** William Wilson, Gallery Supervisor
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None
4. **REVIEW & DISCUSS CIVIC ART RECOMMENDATIONS FOR HOLLY SUGAR SPORTS PARK:**

GS Wilson informed the Subcommittee that the City is entering into partnerships with local sports teams to build and maintain the Holly Sugar Sports Park. The project is envisioned in 3 phases based on funding and future partnership. To help offset the costs incurred by sports teams in this unique partnership, teams will be able to sell naming rights to the fields for fundraising. The field arrays will be designed to host local and regional tournaments. Approximately 50 acres of the site will be leased to the northwest. Future phases could one day include bicycle or skateboarding amenities.

After site-plan review, GS Wilson asked the Subcommittee to consider possible project locations, project types and project goals. The discussion also included site elevations and the ability to help identify and locate the park from a distance. Project funding would require allocation through existing scope as a cost savings or cost trade to fund artist design components or civic art projects.

In general terms the Subcommittee felt the main goal was to celebrate the participating sports in a fun and educational way that would add visibility or unique features to the complex. They also expressed the value of having artists work with the community participants and leagues in order to capture their energy and interests in creative ways. This could help encourage and celebrate the partnerships between the City and sports participants.

Project locations of interest/value are informational kiosks working with signage and wayfinding elements, facility fencing and barriers, driveway roundabouts, additional recreation or picnic areas, concrete/masonry of sidewalks, and concessions buildings. The Subcommittee particularly supported the idea of using sports history (include Tracy's well documented baseball history) and trivia stamped into the concrete in congregation areas to create educative interaction; perhaps local athletes of distinction could be recognized. The incorporation of designed flags or banners was discussed to add colorful aerial elements. Mural projects would be best suited to the concessions areas/buildings.

The Subcommittee requires additional information to further discussion including dimensional site and elevation drawings with details of concession stands, roundabouts, fencing, etc. GS Wilson will confer with PCS Director Buchanan to assemble additional information for the Subcommittee.

5. **ADJOURNMENT :**
 - a. **Time: 12:45 p.m.**

TRACY ARTS COMMISSION BUDGET SUBCOMMITTEE
SPECIAL MEETING MINUTES
Friday, March 25, 2011

1. **CALL TO ORDER:** Commissioner Fuller called the meeting to order at 10:00 a.m.

2. **ROLL CALL:**

a. **Present:** Anne Marie Fuller, Michael Hayes, Ffjorren Zolfaghar

b. **Absent:**

c. **Staff Present:** William Wilson, Gallery Supervisor

d. **Recorded By:** William Wilson, Gallery Supervisor

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

4. **DISCUSS AND REVIEW FUNDRAISING APECTS FOR THE TRACY ARTS COMMISSION:**

GS Wilson explained the purpose of the meeting was to discuss the issues regarding upcoming TAC fundraising efforts in order to generate \$2,500 in support for the summer concerts and multicultural event. In addition, the goal of the meeting would be to create a framework utilizing promotional tools and scripts to provide to the Commission to assist them in fundraising. It was recommended by Staff that the fundraising effort be targeted between the next 3 to 6 months to most effectively impact programming expenses. However the Commission should consider extension of their efforts across FY 2011/12 in hopes to exceed goals in order to provide future programming funding or lessen the need to continually fundraise.

The Subcommittee recommended the following:

- Each Commissioner carry responsibility to raise funds in the amount of \$360.
- Commissioners are encouraged to work in teams of 2 or 3.
- Each Commissioner contribute to a list of potential donors. Commissioners should consider who they would personally contact in addition to who they feel the Commission (teams) should contact.
- Staff will assemble and manage a master list for use/reference.
- Staff to create a simple, effective promotional tool in the form of a brochure card. The purpose and programming of the TAC can be promoted and the card left with donors. This card would serve as a prototype for a professional tool that Staff plans on creating in FY 2011/12.
- Staff to create script outline to assist Commissioners to speak publicly in support of TAC programming and fundraising efforts.
- Staff to create a simple form for Commissioner's use to help manage donor contacts. This form would record donor contact information and any sponsorship requests. Staff would retain donor records accordingly.

The Subcommittee discussed the differences in fundraising for specific time-based events/programs vs. the general efforts of the TAC. Given this is the current Commission's initial fundraising effort, it was recommended to focus on the summer concerts and multicultural event, but should donor interest rise in other areas (ie: Emerging Artists, Civic Art,

Re-granting, etc.) of support, Commissioner's should be prepared to encourage and secure additional funding as well.

The Subcommittee recommends the TAC approach fundraising in four levels of support and offered the following minimum goals:

Individuals:	\$20
Peer Groups, Organizations:	\$50
Small Businesses:	\$100
Large Businesses/Corporations:	\$500

While it is anticipated that significant funds can be raised from smaller contribution levels in which the donor seeks little or no recognition, but only intends to support the programming by modest donation, Commissioners must also be prepared to help manage donors who wish to provide support in the thousands of dollars and who seek sponsorship recognition. In this case, Commissioners and Staff must work collaboratively in order to meet the guidelines of the City Council approved sponsorship policies. Commissioners will initial contact and then direct this level of donor to Staff. Staff will negotiate the terms of the sponsorship with the donor and draft a written agreement to be authorized by the City Council. Commissioners and Staff should refer to the City of Tracy Sponsorship and Commercial Advertising Policies for additional policy details as needed.

As fundraising goals may increase over time, Staff recommended the Subcommittee consider the development of menu-based sponsorship for future use. The TAC can suggest defined levels of sponsorship with benefits. Staff can present such a plan to City Council for their consideration.

The Subcommittee asked Staff to inquire about payment identity for checks: City of Tracy vs. Tracy Arts Commission, and to confirm whether or not donations are tax deductible. Staff will also send an email correspondence to Commissioners asking them to identify potential donors in preparation for the TAC meeting in April.

5. ADJOURNMENT :

a. Time: 11:47 p.m.

CITY OF TRACY
TRACY ARTS COMMISSION MEETING
April 12, 2011

AGENDA ITEM 6.a.

REQUEST

Review and Approve Fundraising Goals and Levels

DISCUSSION

On March 25, 2011, the Budget Subcommittee met to discuss TAC fundraising efforts to generate \$2,500 in support for the summer concerts and multicultural event. It was recommended by Staff that the fundraising effort be targeted between the next 3 to 6 months. However, the Commission should consider extensions of their efforts across the FY 2011/12 in hopes of exceeding their goals to provide future program funding.

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- Commissioners are encouraged to work in teams of 2 or 3.
- Each Commissioner contribute to a list of potential donors. Commissioners should consider who they would personally contact in addition to who they feel the Commission (teams) should contact.
- Staff will assemble and manage a master list for use/reference.
- Staff to create a simple, effective promotional tool in the form of a brochure card. The purpose and programming of the TAC can be promoted and the card left with donors. This card would serve as a prototype for a professional tool that Staff plans on creating in FY2011-12.
- Staff to create script outline to assist Commissioners to speak publicly in support of TAC programming and fundraising efforts.
- Staff to create a simple form for Commissioner's use to help manage donor contacts. This form would record donor contact information and any sponsorship requests. Staff would retain donor records accordingly.

The Subcommittee also recommends the TAC approach fundraising in four levels of support and offered the following minimum goals:

- Individuals: \$20
- Peer Groups, Organizations: \$50
- Small Businesses: \$100
- Large Businesses/Corporations: \$500

As fundraising goals may increase over time, Staff recommended the Subcommittee consider the development of menu-based sponsorship for future use. The TAC can suggest defined levels of sponsorship with benefits. Staff can present such a plan to City Council for their consideration.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Review and Approve Fundraising Goals and Levels.