

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, September 13, 2011, 7:00 p.m.**
(or as soon thereafter as possible)

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 Special Meeting Minutes on August 23, 2011
5. Correspondence
6. Old Business
 - a. Continue Discussion of Fundraising Efforts
 - b. Continue Discussion of Combining the Farmers Market and Music in the Park, or other Concert Programming
7. New Business
 - a. Discuss the 2012 Multi-Cultural Festival and Global Village
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: September 8, 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
SPECIAL MEETING MINUTES
Tuesday, August 23, 2011**

1. **CALL TO ORDER:** Chair Fuller called the meeting to order at 10:00 AM.
2. **ROLL CALL:**
 - a. **Present:** Barbara Howard, Anne Marie Fuller, Marlene Jones, Mercedes Silveira (arrived at 10:01am), Ffjorren Zolfaghar
 - b. **Absent:** Jass Sangha
 - c. **Staff Present:** Jeffrey Haskett, Technical Theatre Supervisor
 - d. **Recorded By:** Stacey Merjil, Administrative Assistant II
3. **ITEMS FROM THE AUDIENCE:** None

DISCUSS AND APPROVE COMMISSION'S INVOLVEMENT WITH MULTI-CULTURAL STAGE AT THE TRACY BEAN FESTIVAL: TTS Haskett met with the Chamber of Commerce regarding the Multi-Cultural Stage. The Chamber has proposed that the Tracy Arts Commission sponsor the Multi-Cultural Stage and the Global Village. The Chamber will provide a table and two chairs for each group. The maximum number of groups would be approximately ten. The groups will need to provide their own pop-up tents. The City of Tracy stage will be used for the performers allowing for shade for the performers. The Global Village will be located in the front and side of the stage. There is a possibility that a tent or tables with an umbrella may be provided for the audience. The cost for the Tracy Arts Commission to sponsor the stage and the global village is \$1500.00. The Commission will also have the ability to emcee the event. The Chamber has taken care of the entertainment, but there are still some slots available for potential performers. The Commission would need to be committed to be at the global village for the two day event.

Commissioner Zolfaghar stated she would like to know who the talent is and the segment of time they will be performing before attaching the Commission's name to the event. The Global Village is great but there are still gaps of information.

Commissioner Howard stated the Multi-Cultural Festival began with a specific vision and mission to educate and entertain the public. In the last 3 years the festival has disintegrated and become a stage for local talent to have a talent show. She like Commissioner Zolfaghar would like to know the talent before the Commission sponsors the event. Commissioner Howard also wanted to know why the Commission was being asked at such a late date to sponsor the event and that the Chamber did not keep their promises from last year's event. Commissioner Howard will not be attending this year's event.

Commissioner Jones is also concerned about the entertainment. She also stated the education component was lacking. Commissioner Jones would like to see the Multi-Cultural Festival as a stand alone event and not combined with the Tracy Bean Festival. The Commission would have more control over the event if it was a stand alone event.

Commissioner Silveira agreed with the concerns about the stage and the talent. The Multi-Cultural Festival has struggled due to the lack of funding and staff being overwhelmed and unable to put in the time needed for the event. She stated when CM Churchill spoke to them they discussed combining with another organization. She stressed that even if the Multi-Cultural Festival is a small component of the Bean Festival it is not dead. If it were a stand-alone event they may be given the responsibility

to select vendors, booths and entertainment for next year, but it is also a lot of work. Last year Commissioner Silveira organized the global village by herself and it was a lot of work. If the Commission sponsors the stage and the Global Village there will be advertisement in the paper and on Channel 26 giving the Commission a presence. Commissioner Silveira has faith in the Chamber staff to organize the event.

Commissioner Zolfaghar has a different impression of the Chamber since she was involved with the event last year and doesn't trust that they have everything organized based on her past experience. It may not be a good idea to be attached to the stage. If something goes wrong the Commission will be attached to the stage and people have a tendency to remember the negative instead of the positive. She likes the idea of the Global Village.

Commissioner Silveira stressed that people make mistakes. Last year was the first year that the Multi-Cultural Stage was a component of the Bean Festival. Having a presence at the festival is essential for marketing purposes. Commissioner Silveira would like to see it as a separate stand alone festival. Commissioner Silveira would like assurances from the City that the Commission could have the festival independently with staff's help and the total commitment of each and every Commissioner. At this time it is unlikely with the state of the economy that the City or staff can give any assurances. Commissioner Silveira stated she is not a fundraiser, and has asked a few organizations. Her contributions have been in a different way.

Commissioner Howard wanted to know why the Commission was pushed against the wall and staff was not given time to have the questions answered.

Commissioner Fuller stated the Commission did this last year with the Chamber and why didn't the Chamber attend any Tracy Arts Commission meetings to discuss the event. The Multi-Cultural Festival was originally held in Lincoln Park and was its own separate entity and was for educational purposes. There was entertainment, food and vendors. Now it is not really a festival and \$1,500 is a lot of money for just name recognition. The Commission could take out an ad in the paper for a cheaper price. Commissioner Fuller stated if the Commission is just looking for recognition then the Commission has missed the priority. Commissioner Fuller believes it would be prudent, given the state of the economy and the lack of funds that the Commission take the time and attach the festival to one of their more popular events and really have the time to plan the event. The timeframe for the festival would be next summer in 2012.

Commissioner Silveira stressed that 4 Commissioner terms are up and there is a possibility that they may not be reappointed and the Commission could leave work for someone else. Commissioner Howard stated that the Commission can not dictate what other Commissioners will do.

Commissioner Fuller stated when the Chamber began organizing the event they did not come to the Commission for input or help. The Commission could not attend Tracy Bean Festival Meetings because of the Brown Act. TTS Haskett attended the first Tracy Bean Festival Meeting and was surprised the committee was already working on the event.

TTS Haskett informed the Commission that when they jump from something with one event to a stand-alone event, even if it is part of Music in the Park, adding concessionaires and food permits increases the day to day management of the event. A staff member would need to spend considerable time on planning the event. Staff is unavailable at this time. If staff hires a part-time person for the planning the cost may triple or quadruple. The Block Party is an example of a part-time staffer planning the event. There is also the possibility of one of the Commissioners taking on the day to day responsibilities.

Commissioner Howard suggested that an agenda item regarding the Multi-Cultural event be placed on the next agenda. Commissioner Howard also suggested the possibility of incorporating the event with the Grand Opening of the Downtown Plaza.

Commissioner Silveira motioned to approve the Commission's involvement with the Multi-Cultural Stage at the Tracy Bean Festival. Commissioner Howard seconded the motion.

- a. Motion: Silveira
 - b. Second: Howard
 - c. Abstain: None
 - d. Vote: Zolfaghar (nay), Howard (nay), Jones (nay), Silveira (yes), Fuller (nay)
- Motion denied.

4. **ITEMS FROM THE COMMISSION:**

- a. **Commissioner Howard:** Would like to continue discussing the Multi-Cultural Festival at the next Commission meeting.
- b. **Commissioner Silveira:** Informed the Commission she will be volunteering at the Tracy Bean Festival as a citizen and not a Commissioner.

5. **ITEMS FROM STAFF: None**

6. **ADJOURNMENT :**

- a. **Time: 10:53 a.m.**

- a. Motion: Commissioner Zolfaghar
- b. Second: Commissioner Silveira
- c. Abstain: None
- d. Vote: Motion Carried

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
September 13, 2011**

AGENDA ITEM 6.a.

REQUEST

CONTINUE DISCUSSION OF FUNDRAISING EFFORTS

DISCUSSION

As of September 1, 2011, the Tracy Arts Commission received donations in the amount \$2,545.00. Commissioners Howard and Jones combined their fundraising efforts for a total of \$2,195.00 and Commissioner Fuller raised \$350. Commissioners Sangha, Silveira and Zolfaghar have raised zero dollars.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Continue Discussion of Fundraising Efforts.

**CITY OF TRACY
TRACY ARTS COMMISSION
September 13, 2011**

AGENDA ITEM 6.b.

REQUEST

CONTINUE DISCUSSION OF COMBINING THE FARMERS MARKET AND MUSIC IN THE PARK, OR OTHER CONCERT PROGRAMMING

DISCUSSION

At the August 9, 2011, meeting the Tracy Arts Commission briefly discussed combining the Farmers Market with the Music in the Park or other Concert programming. Staff will bring back more information regarding this event.

At the July 12, 2011, meeting Mr. Andy Frerichs addressed the Commission about the possibility of combining the Farmers' Market with the Music in the Park, or other concert programming. Currently the Wednesday Farmers' Market is experiencing a decline in attendance and Mr. Frerichs suggested the combination of the two events would increase attendance. Mr. Frerichs cited the City of Concord as successfully combining the two events. The combination of the Farmers Market and Music in the Park in Concord has seen an increase of attendance.

The Farmers Market is sponsored by Tracy City Center Association and contracted through Pacific Coast Farmers Market for the Wednesday and Saturday events. There are many logistical challenges to combining the events and it is likely this could not happen until next year. One of the Markets would have to be changed to a different day of the week or the Music in the Park would have to change dates accordingly. This may pose a challenge for the Music in the Park since it was changed to Fridays and changing the date again may cause confusion for residents.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Continue Discussion of Combining the Farmers Market and Music in the Park, or other Concert Programming

**CITY OF TRACY
TRACY ARTS COMMISSION
September 13, 2011**

AGENDA ITEM 7.a.

REQUEST

DISCUSS THE 2012 MULTI-CULTURAL FESTIVAL AND GLOBAL VILLAGE

DISCUSSION

At the Special Meeting held on August 23, 2011, the Tracy Arts Commission discussed sponsoring the Multi-Cultural Stage at the Tracy Bean Festival along with the Global Village. After a lengthy discussion the TAC voted against the sponsorship.

The TAC wanted to investigate the possibility of having the Multi-Cultural Festival and Global Village as a stand-alone event.

FISCAL IMPACT

There is no fiscal impact at this time.

RECOMMENDATION

Discuss the 2012 Multi-Cultural Festival and Global Village