

## 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 11, 2014, 7:00 p.m.**  
(or as soon thereafter as possible)

**Location:**                **Tracy's Old Town Hall & Jail**  
**25 W. 7<sup>th</sup> Street, 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 the Special Events Subcommittee Meeting on February 11<sup>th</sup>, 2014
5. Approval of Minutes from the Budget Subcommittee Meeting on February 25<sup>th</sup>, 2014
6. Approval of Minutes from Regular Meeting on February 11<sup>th</sup>, 2014
7. Correspondence
8. Old Business
  - A. Continue discussion of the Tracy Arts and Cultural Festival
9. New Business
  - A. Receive, Discuss, and Approve FY13-14 and FY14-15 recommendations from the Budget Subcommittee.
  - B. Receive and Discuss Emerging Artists and Music in the Park 2014 update from the Special Events Subcommittee.
10. Items from the Commission
11. Items from Staff
12. Items from the Audience
13. Adjournment

**POSTED: March 5, 2014**

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 EVENTS SUBCOMMITTEE MEETING MINUTES  
February 11, 2014**

1. **CALL TO ORDER:** The meeting was called to order at 6:08 p.m.
2. **ROLL CALL:**
  - a. Present: Grace Paget; Taranjit Sandhu; Mercedes Silveira
  - b. Absent:
  - c. Staff Present: William Wilson, Cultural Arts Manager – Visual Arts
  - d. Recorded By: William Wilson, Cultural Arts Manager – Visual Arts
3. **ITEMS FROM THE AUDIENCE:** None
4. **CONTINUE DISCUSSION OF REDCOMMENDATIONS FOR THE ARTS & CULTURAL FESTIVAL**

The Special Events Subcommittee (SES) discussed five components submitted for their consideration at the Tracy Arts Commission meeting held on November 12, 2013. The SES provided the following recommendations for each component:

1. Poster Contest with local K-12 Schools to promote the Festival
  - Contest should be limited to high school students in first year to better connect with a teen audience and graphic design students
  - Schools invited to participate should include Stein, Adult Education, Tracy, Millennium, Jefferson, Banta, West, and Kimball
  - As the school year ends annually in May, the contest should be introduced at the beginning the school year in August or September
  - Guidelines for artwork and a schedule will need created and posters should be mass produced at a size of 11" x 17"
  - The Tracy Arts Commission should select finalists and then work with City Staff to place them on public display at the Grand Theatre Center for the Arts for public feedback
  - 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Place winners can be awarded with tiered honors to include production of a professional poster, use in event marketing, credit line, certificate, public display at festival, and cash award or scholarship award for art classes at the Grand Theatre Center for the Arts.
2. West Side Pioneers/Tracy Historical Museum Presentation/Exhibit
  - A combination of presentation and exhibit is preferred
  - Interactive activities and show-and-tell would be valuable
  - Tracy's history should be featured and include the industries of the railroad and agriculture, as well as all of the ethnic groups that contributed to the Cities formation
  - TAC should ask the WSP/THM for their expertise to identify resources and event components they would consider best to offer in the presentation and exhibit

- As the WSP/THM would be an invited guest to the Festival, the TAC should work to provide them with a prominent space and infrastructure to support their activities

3. Chinese Community representation at the Festival

- It is important that Chinese labor be recognized as vital contribution to the history of Tracy working with the WSP/THM. WSP/THM representatives have voiced support for their inclusion.
- Chinese Community can also be invited to be a featured performer at the Festival

4. Recruitment and Communication Tools to increase Festival participation

- Recruitment Tools should include invitational letters and personal contact from Commissioners identifying Festival collaborators including 3 or 4 food vendors, as well as application forms for community participants in the Vendor Village
- High School Poster Competition
- Comprehensive marketing package to include: poster, flyers/postcards, social media, advertisements in local newspapers and magazines, online advertisements, TUSD distribution, Channel 26, local radio, and Commission outreach whereby Commissioners would each make informational presentations to community and service organizations

5. Festival beginning and ending times

- The Festival should open to the public at 10:30 a.m.
- The Festival should close to the public at 3:30 p.m.

5. **ADJOURNMENT:** 6:59 p.m.

**TRACY ARTS COMMISSION  
BUDGET SUBCOMMITTEE MEETING MINUTES  
February 25, 2014**

1. **CALL TO ORDER:** The meeting was called to order at 11:00 a.m.

2. **ROLL CALL:**

- a. Present: Anne Marie Fuller, Marlene Jones
- b. Absent:
- c. Staff Present: William Wilson, Cultural Arts Manager – Visual Arts
- d. Recorded By: William Wilson, Cultural Arts Manager – Visual Arts

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

4. **REVIEW, DISCUSS, AND REDCOMMEND FY13-14 AND FY14-15 EXPENDITURES**

Staff presented an update of current FY13-14 in consideration of upcoming expenditures associated with summer programming including Emerging Artists and Music in the Park, and reported the upcoming FY14-15 budget allocation is expected to remain flat at \$10,000. The Budget Subcommittee (BS) reviewed and discussed each budget and made the following recommendations to be presented at the Commission meeting on March 11:

- June 2014 summer concerts should average no more than \$1,200 each, and not to exceed \$3,600 total, comprehensive including talent fees, audio services, and hospitality
- June 2014 marketing expense allocation of \$500 attributed to the Tracy Arts Commission's donation account
- July 2014 summer concerts should average no more than \$1,350 each, and not to exceed \$4,050 total, comprehensive including talent fees, audio services, and hospitality
- July 2014 marketing expense allocation of \$450
- June 2015 summer concerts should average no more than \$1,400 each, and not to exceed \$4,200 total, comprehensive including talent fees, audio services, and hospitality.
- June 2015 marketing expense allocation of \$675
- 10% commission retained on the sale of merchandise by Music in the Park performers
- Tracy Arts Commission concessions sales (soda, water, candy, chips) at each summer concert
- Tracy Arts Commission should resume fundraising efforts with an equitable approach utilizing a team effort with goals
- Fundraising efforts should be tiered to include FY14-15 Music in the Park with a goal of \$2,500 and the proposed Tracy Arts and Cultural Festival with a goal to be determined, through both petty cash donations and the City's Sponsorship policies.
- Tracy Arts Commission should seek grant or underwriting support for the Tracy Arts and Cultural Festival

5. **ADJOURNMENT:** 12:06 p.m.

**TRACY ARTS COMMISSION  
REGULAR MEETING MINUTES  
February 11, 2014**

1. **CALL TO ORDER:** Chairperson McClain called the meeting to order at 7:03 p.m.
2. **ROLL CALL:**
  - a. Present: Nila Dhugga; Anne Marie Fuller, Marlene Jones; Nicole McClain; Grace Paget; Taranjit Sandhu; Mercedes Silveira
  - b. Absent:
  - c. Staff Present: William Wilson, Cultural Arts Manager – Visual Arts
  - d. Recorded By: Connie Reding, Clerical, Patron Services
3. **ITEMS FROM THE AUDIENCE:** None
4. **APPROVAL OF REGULAR MEETING MINUTES FROM January 14, 2014**
  - a. Motion: Commissioner Silveira
  - b. Second: Commissioner Paget
  - c. Abstain:
  - d. Vote: Approved
5. **CORRESPONDENCE:**
  - a. Call for Proposals from Modesto Art Museum for Art Bike Racks to be located in the Modesto Design District. Proposal guidelines were distributed; three different designs will be selected; deadline is 5 p.m. on 2/28/14.
  - b. Call to artists from Tracy Art League for applications for the 23rd Annual *Expressions!* Art Show; a flyer was distributed with exhibition calendar.
6. **OLD BUSINESS:** None
7. **NEW BUSINESS:**
  - a. Discussion of the following five recommendations from Special Events Subcommittee (SES) pertaining to the Arts & Cultural Festival:
    1. Poster Contest with local K-12 Schools to promote the Festival
      - Contest should be limited to high school students only in first year to better connect with a teen audience and graphic design students.
      - Schools invited to participate should include Stein, Adult Education, Tracy, Millennium, Jefferson, Banta, West and Kimball.
      - As the school year ends annually in May, the contest should be introduced at the beginning the school year in August or September.
      - Guidelines for artwork and a schedule will need to be created and posters should be mass produced at a size of 11" x 17."
      - The Tracy Arts Commission should select finalists and then work with City Staff to place them on public display at the Grand Theatre Center for the Arts for public feedback.
      - 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Place winners can be awarded with tiered honors to include production of a professional poster, use in event marketing, credit line, certificate,

public display at festival, and cash award or scholarship award for art classes at the Grand Theatre Center for the Arts.

2. West Side Pioneers/Tracy Historical Museum Presentation/Exhibit
    - A combination of presentation and exhibit is preferred.
    - Interactive activities and show-and-tell would be valuable.
    - Tracy's history should be featured and include the industries of the railroad and agriculture, as well as all of the ethnic groups that contributed to the City's formation.
    - TAC should ask the WSP/THM for their expertise to identify resources and event components they would consider best to offer in the presentation and exhibit.
    - As the WSP/THM would be an invited guest to the Festival, the TAC should work to provide them with a prominent space and infrastructure to support their activities.
  3. Chinese Community representation at the Festival
    - It is important that Chinese labor be recognized as vital contribution to the history of Tracy working with the WSP/THM. WSP/THM representatives agree to support their inclusion.
    - Chinese Community can also be invited to be a featured performer at the Festival.
  4. Recruitment and Communication Tools to increase Festival participation
    - Recruitment Tools should include invitational letters and personal contact from Commissioners identifying Festival collaborators including 3 or 4 food vendors, as well as application forms for community participants in the Vendor Village.
    - High School Poster Competition
    - Comprehensive marketing package to include: poster, flyers/postcards, social media, advertisements in local newspapers and magazines, online advertisements, TUSD distribution, Channel 26, local radio, and Commission outreach whereby Commissioners would each make informational presentations to community and service organizations
  5. Festival beginning and ending times
    - The Festival should open to the public at 10:30 a.m.
    - The Festival should close to the public at 3:30 p.m.
- b. Commissioners commented on above items with the following suggestions:
1. Display the top 3 poster designs in the Grand Theatre honoring the creators; also have a small reception for poster winners inviting teachers, all students who submitted posters, and possibly approaching local merchants for assistance in contributing prizes for the winners.
  2. Try to have performances tie in with various cultural histories being displayed at the Historical Museum, including multiple representations of each culture, possibly using workshops, lectures, tutorials and/or a stage play to accomplish this.
  3. Tie in Tracy's train history to the events at the museum with a model train display; include marketing efforts toward the large number of train enthusiasts in the area.
  4. Make sure that events and displays are of interest to adults but focus primarily on children; make things engaging and interactive for families possibly having teachers guide children in some type of art activity.
  5. Make sure the food vendors have exclusivity (no two of same food type).

6. Make this a good opportunity for connecting with Tracy's Sister Cities.
  7. Market event to Tracy community as well as the surrounding 3-4 county radius; include marketing at TUSD; use various forms of media.
  8. Include contacts with Chinese Catholic Church for Chinese performers as well as the Asian/American Association (both in Mtn. House).
  9. Contact the Historic Museum to better understand what resources they have and what efforts they would most value to meet their organizational goals.
- c. The next step is the development of the event outline by staff, including plot, collaborators, feature performers, event infrastructure, schedule, and estimation of associated expenses.
8. **ITEMS FROM THE COMMISSION:**  
Commissioners each gave brief summaries of individual activities within the past month.
9. **ITEMS FROM STAFF:**  
CAM Wilson scheduled the next Budget Subcommittee meeting for 2/25/14 at 11 a.m. The Special Events Subcommittee was also scheduled to meet at 6 p.m. on 3/11/14; they will meet with technical staff to begin discussing Music in the Park for 2014. CAM Wilson made note of the new Double Dip Gallery located in Lodi. He also stated he will be meeting with representatives of the Aspire Apartments private public art project and will update Commissioners as new information is available.
10. **ITEMS FROM THE AUDIENCE:** None
11. **ADJOURN:**
- |            |                       |
|------------|-----------------------|
| a. Motion: | Commissioner McClain  |
| b. Second: | Commissioner Silveira |
| c. Vote:   | Unanimous             |
| d. Time:   | 8:31 p.m.             |

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
March 11, 2014**

**AGENDA ITEM 8.a.**

REQUEST

**CONTINUE DISCUSSION OF THE TRACY ARTS COMMISSION'S ARTS &  
CULTURAL FESTIVAL**

DISCUSSION

The Commission continues to strategize planning a newly designed multi-cultural festival in 2015 and beyond. The Tracy Arts Commission reviewed and approved the Special Events Subcommittee preliminary recommendations in November. The Special Events Subcommittee was directed to continue their work in providing recommendations to be utilized as the framework of the new festival. General discussion and communications updates continue.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMENDATION

Continue discussion of the Tracy Arts Commission's Arts & Cultural Festival.

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Recreation Services Program Manager

Approved By: Kim Scarlata, Recreation Services Program Manager



**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
March 11, 2014**

**AGENDA ITEM 9.a.**

REQUEST

**RECEIVE, DISCUSS, AND APPROVE FY13-14 AND FY14-15 RECOMMENDATIONS  
FROM THE BUDGET SUBCOMMITTEE**

DISCUSSION

The Budget Subcommittee met on February 25<sup>th</sup> to review, discuss, and recommend FY13-14 and FY14-15 expenditures. Staff presented an update of current FY13-14 in consideration of upcoming expenditures associated with summer programming including Emerging Artists and Music in the Park, and reported the upcoming FY14-15 budget allocation is expected to remain flat at \$10,000. The Budget Subcommittee (BS) reviewed and discussed each budget and made the following recommendations for the Commission's consideration:

- June 2014 summer concerts should average no more than \$1,200 each, and not to exceed \$3,600 total, comprehensive including talent fees, audio services, and hospitality
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- Tracy Arts Commission should seek grant or underwriting support for the Tracy Arts and Cultural Festival

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMENDATION

Receive, Discuss, and Approve FY13-14 and FY14-15 recommendations from the Budget Subcommittee

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Recreation Services Program Manager

Approved By: Kim Scarlata, Recreation Services Program Manager

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
March 11, 2014**

**AGENDA ITEM 9.b.**

REQUEST

**RECEIVE AND DISCUSS EMERGING ARTISTS AND MUSIC IN THE PARK 2014  
UPDATE FROM THE SPECIAL EVENTS SUBCOMMITTEE**

DISCUSSION

The Tracy Arts Commission offers free, annual summer concert programming. The Special Events Subcommittee (SES) invites local youth to audition in competition to be invited to sing the National Anthem at each summer concert as part of the Emerging Artists series. The SES seeks diversity of young vocalists and schedules auditions in the spring at the Grand Theatre Center for the Arts. The Special Events Subcommittee reviews and recommends performers who are contracted to perform as part of the Music in the Park series typically held in Lincoln Park in June and July. The SES seeks diversity of musical acts and genres. The Subcommittee will report to the Commission regarding the development of this year's programming.

FISCAL IMPACT

There is no fiscal impact to the General Fund for this item at this time.

RECOMENDATION

Receive and discuss Emerging Artists and Music in the Park 2014 update from the Special Events Subcommittee

Prepared By: William Wilson, Cultural Arts Manager – Visual Arts

Reviewed By: Kim Scarlata, Recreation Services Program Manager

Approved By: Kim Scarlata, Recreation Services Program Manager