

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

1. **CALL TO ORDER:** Chairperson McClain called the meeting to order at 7:00 p.m.
2. **ROLL CALL:**
 - a. Present: Nila Dhugga; Anne Marie Fuller, Nicole McClain; Grace Paget; Taranjit Sandhu; Mercedes Silveira
 - b. Absent: Marlene Jones
 - 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 SPECIAL EVENTS SUBCOMMITTEE MEETING MINUTES FROM FEBRUARY 11, 2014**
 - a. Motion: Commissioner Silveira
 - b. Second: Commissioner Paget
 - c. Abstain:
 - d. Vote: Approved
5. **APPROVAL OF BUDGET SUBCOMMITTEE MEETING MINUTES FROM FEBRUARY 25, 2014**
 - a. Motion: Commissioner Fuller
 - b. Second: Commissioner McClain
 - c. Abstain:
 - d. Vote: Approved
6. **APPROVAL OF REGULAR TRACY ARTS COMMISSION MEETING MINUTES FROM FEBRUARY 11, 2014**
 - a. Motion: Commissioner Sandhu
 - b. Second: Commissioner Silveira
 - c. Abstain:
 - d. Vote: Approved
7. **CORRESPONDENCE:** None

The chair moved to Item 9A *New Business*, then returned to Item 8A *Old Business*
8. **NEW BUSINESS**
 - A. Commissioner Fuller presented the FY 13-14 and FY 14-15 recommendations from the Budget Subcommittee. CAM Wilson notified Commissioners of the current balance of \$1,110 remaining in the donation account. In consideration of upcoming expenditures associated with summer programming, including Emerging Artists and Music in the Park, the FY14-15 budget allocation is expected to remain flat at \$10,000. CAM Wilson

suggested the bulk of the budget allocation should be larger in June than in July, as there are additional marketing expenses associated with the front end of the concert series; \$500 of the donation account was earmarked for marketing purposes.

- 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

Further discussion followed on above items. Commissioner Fuller suggested, in lieu of individual fundraising, the Commissioners consider joining in a team effort to organize some type fundraiser in the form of a meal/food event. She suggested tickets could be sold to raise funds. Commissioner Paget suggested a potential collaborative fundraiser with Tracy Performing Arts Foundation. Commissioner McClain suggested the invitation of sponsors from the business community. After further discussion, CAM Wilson stated he would consult with City officials to ascertain what parameters exist for coordinating such an event. In addition, he will investigate the legal issues regarding the new fundraising efforts as noted in the above recommendations. Feasibility feedback regarding these items will be reported at the April meeting for additional discussion.

A motion was made to accept the recommendations from the Budget Subcommittee as presented:

- a. Motion: Commissioner Silveira
 - b. Second: Commissioner McClain
 - c. Abstain:
 - d. Vote: Approved as submitted with staff to report back at April meeting.
- B. Discussion of Emerging Artists and Music in the Park 2014 - The Special Events Subcommittee provided an update, after reviewing videos of artists who had already submitted interest in this year's series. SES will hold another meeting 3/25/14 to review more recommendations. Emerging Artist Auditions will be held April 5th and 9th from 1-2:30 p.m. to choose the artists for this year, with the goal of putting the 6 finalists on the April agenda.

9. OLD BUSINESS:

- A. Tracy Arts and Cultural Festival - Commissioner Paget is waiting to hear from Tracy Historical Museum. A report will be given at next meeting once more information is obtained.
- B. Music in the Park – It is expected the Special Events Subcommittee recommendations will be presented at the April meeting.

10. ITEMS FROM THE COMMISSION

Commissioners each gave brief summaries of individual activities within the past month.

11. ITEMS FROM STAFF:

CAM Wilson announced that Elizabeth Sayre, Arts Education Coordinator at the Grand Center for the Arts, would soon be leaving after having accepted a job offer in Oakland. He noted that Stockton Airport was working with Art Expressions of San Joaquin (an artist collective in residence at the San Joaquin Administration Building in Stockton) to explore the display of art from county-wide arts organizations at the Airport for the months of May, June and July, 2014. CAM Wilson will be scheduling a meeting of the Civic Art Committee to further discuss this as needed.

12. ITEMS FROM THE AUDIENCE: None

13. ADJOURN:

- a. Motion: Commissioner McClain
- b. Second: Commissioner Silveira
- c. Vote: Unanimous
- d. Time: 7:53 p.m.