

## 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 8, 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 Regular Meeting on March 11<sup>th</sup>, 2014
5. Approval of Minutes from the Special Events Subcommittee Meeting on April 1<sup>st</sup>, 2014
6. Correspondence
7. Receive Report on the Transition Plan during the City Manager Recruitment Process
8. Old Business
  - A. Continue discussion of the Tracy Arts and Cultural Festival
  - B. Continue discussion of Emerging Artists and Music in the Park 2014
9. New Business
  - A. Receive, Discuss, and Approve Performance Recommendations for Music in the Park 2014 from the Special Events Subcommittee
10. Items from the Commission
11. Items from Staff
12. Items from the Audience
13. Adjournment

**POSTED: April 3, 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  
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 5<sup>th</sup> and 9<sup>th</sup> 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.

**TRACY ARTS COMMISSION  
SPECIAL EVENTS SUBCOMMITTEE MEETING MINUTES  
April 1, 2014**

1. **CALL TO ORDER:** The meeting was called to order at 6:00 p.m.

2. **ROLL CALL:**

- a. Present: Taranjit Sandhu; Mercedes Silveira
- b. Absent: Grace Paget
- c. Staff Present: Matthew Morgan, Theatre Ops. & Technical Asst.
- d. Recorded By: Matthew Morgan, Theatre Ops. & Technical Asst.

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

4. **CONTINUE DISCUSSION OF EMERGING ARTISTS 2014**

The Special Events Subcommittee (SES) would like to request proposed fliers be sent to community schools and music departments to advertise the auditions for the Emerging Artist 2014. Auditions are to take place on April 5<sup>th</sup> and 19<sup>th</sup> from 1:00 PM to 2:30 PM in Musco Olive Music 1 at the Grand Theatre Center for the Arts.

5. **REVIEW, DISCUSS, AND RECOMMEND PERFORMERS FOR MUSIC IN THE PARK 2014**

The SES reviewed proposed bands submitted between January 1<sup>st</sup>, 2014 and March 25<sup>th</sup>, 2014 and are recommending six primary performers and four alternate performers in the event one or any of the primary selections cannot enter into contract.

Primary Bands:

- 1. Inca, The Peruvian Ensemble
- 2. JuveQ
- 3. Party Monsters
- 4. Snap Jackson and the Knock on Wood Players
- 5. Savannah Blue
- 6. Bump City

Alternate Bands:

- 1. Dennis Johnson and the Mississippi Ramblers
- 2. Rippin
- 3. Delta Wires
- 4. Straight Line Attitude

6. **ADJOURNMENT:** 6:10 p.m.

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
April 8, 2014**

**AGENDA ITEM 7.**

REQUEST

**RECEIVE REPORT ON THE TRANSITION PLAN DURING THE CITY MANAGER  
RECRUITMENT PROCESS**

DISCUSSION

The purpose of the report is share the Council and Administration's transition plan during the City Manager Recruitment process including the City Manager Recruitment Strategy, Internal Audit Plan, and Communication Strategy.

FISCAL IMPACT

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

RECOMENDATION

Receive Report on the Transition Plan during the City Manager Recruitment Process.

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  
April 8, 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  
April 8, 2014**

**AGENDA ITEM 8.b.**

REQUEST

**CONTINUE DISCUSSION OF EMERGING ARTISTS AND MUSIC IN THE PARK 2014**

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. 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 Emerging Artists and Music in the Park 2014

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  
April 8, 2014**

**AGENDA ITEM 9.a.**

REQUEST

**RECEIVE, DISCUSS, AND APPROVE PERFORMANCE RECOMMENDATIONS FOR  
MUSIC IN THE PARK 2014 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 SES met on March 11 and April 1, 2014 to execute the selection process. The following six acts have been recommended as primary feature performers, and four alternates have been selected:

- Inca, The Peruvian Ensemble
- JuveQ
- Party Monsters
- Snap Jackson and the Knock on Wood Players
- Savannah Blue
- Bump City
- Dennis Johnson and the Mississippi Ramblers (Alternate Selection)
- Rippin (Alternate Selection)
- Delta Wires (Alternate Selection)
- Straight Line Attitude (Alternate Selection)

FISCAL IMPACT

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

RECOMENDATION

Receive, Discuss, and Approve Performance Recommendations for Music in the Park 2014 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