

# 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, October 14, 2014, 7:00 p.m.**  
(or as soon thereafter as possible)

**Location:**                    **Grand Theatre Center for the Arts, Visual Arts 1**  
**715 Central Avenue, Tracy, CA 95376**

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. Introduction of City Manager, Troy Brown
5. Approval of Minutes from the Special Meeting on September 6<sup>th</sup>, 2014
6. Approval of Minutes from the Regular Meeting on September 9<sup>th</sup>, 2014
7. Correspondence
8. New Business
  - A. Review and Approve Letter of Inquiry to ArtPlace in support of a grant proposal to fund the Tracy Arts and Cultural Festival in 2015 and 2016
9. Items from the Commission
10. Items from Staff
11. Items from the Audience
12. Adjournment

**POSTED: October 9, 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 MEETING MINUTES  
September 6, 2014**

1. **CALL TO ORDER:** Commissioner McClain called the meeting to order at 9:10 a.m.

2. **ROLL CALL:**

- a. Present: Nila Dhugga, Anne Marie Fuller, Danette Poole, Nicole McClain, Marlene Jones
- b. Absent: Grace Paget, Taranjit Sandhu
- 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. **CONDUCT AWARDS JUDGING PROCESS of the YOUTH ARTS EXHIBITION/COMPETITION**

Commissioners reviewed 19 entries on display in the Pombo Lobby on the second floor of the Grand Theatre Center for the Arts and issued four awards:

- First Place: Caitlynn McNamara, Age 9
- Second Place: Greta Natarajan, Age 9
- Third Place: Leeze Torres, Age 17
- Honorable Mention: Hana Yie, Age 9

Award winners will receive a sponsored prize from the Chamber of Commerce.

5. **ADJOURNMENT**

- a. Motion: Commissioner Fuller
- b. Second: Commissioner Jones
- c. Vote: Unanimous
- d. Time: 9:31 p.m.

**TRACY ARTS COMMISSION  
REGULAR MEETING MINUTES  
September 9, 2014**

1. **CALL TO ORDER:** Commissioner Sandhu called the meeting to order at 7:01 p.m.
2. **ROLL CALL:**
  - a. Present: Nila Dhugga, Anne Marie Fuller, Grace Paget, Taranjit Sandhu
  - b. Absent: Marlene Jones, Nicole McClain, Danette Poole
  - 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 MINUTES from the SPECIAL EVENTS SUBCOMMITTEE MEETING on MARCH 11, 2014**
  - a. Motion: Commissioner Paget
  - b. Second: Commissioner Fuller
  - c. Abstain:
  - d. Vote: Approved
5. **APPROVAL of MINUTES from the REGULAR MEETING on JULY 8, 2014**
  - a. Motion: Commissioner Fuller
  - b. Second: Commissioner Paget
  - c. Abstain:
  - d. Vote: Approved
6. **CORRESPONDENCE:** One piece of correspondence was received by Chair McClain from Tracy Friends of the Library. It pertained to Robert Dawson's photography currently on display at the Tracy Library.
7. **OLD BUSINESS:**
  - A. Continue discussion of Emerging Artists and Music in the Park 2014 -** CAM Wilson distributed a summary of attendance for each of the 2014 summer concerts compiled by Theatre Operations & Technical Assistant, Matt Morgan. Although attendance fluctuated for each concert, overall, attendance increased this year, totaling approximately 2,100 people. The largest attendance was at *The Party Monsters* concert on 7/10/14.
  - B. Continue discussion of the Tracy Arts and Cultural Festival –** CAM Wilson noted that Chair McClain was scheduled to report on this item. Due to her absence, her report will be given at the October meeting. He noted that the next two meetings will be critical in planning this event in order to meet the grant proposal deadline. He then distributed information summarized by Matt Morgan detailing various rental costs involved for equipment, as well as the cost of labor to hire additional personnel for the event, noting the City gets a 20% discount on certain items. He added that the grant proposal must include a budget estimate outline for all items needed for this event.

8. **ITEMS FROM THE COMMISSION:** Commissioners each gave brief summaries of their individual activities within the past few months. Commissioner Paget thanked the Tracy Arts Commission for their involvement with the Tracy Chamber of Commerce in planning the first annual Taste of the Valley Art & Food Festival, specifically for helping organize and judge the Youth Art Competition. The Chamber seeks to increase participation in this art competition next year by getting information distributed earlier to local schools.
9. **ITEMS FROM STAFF:** CAM Wilson noted that November's meeting falls on Veteran's Day this year (11/11/14). As a result the regular meeting scheduled on November 11<sup>th</sup> will be cancelled and the Commission will hold a special meeting on Tuesday, November 18, 2014, at 7 p.m. CAM Wilson invited the Commissioners to a September 27<sup>th</sup> Reception and Gallery Talk in support of the feature exhibition *Transforming the Written Word*, on display in the Grand Galleries through November 1<sup>st</sup>. The reception is slated for 12 – 12:30 p.m. with the Gallery Talk taking place from 12:30 – 2 p.m. that day. Ms. Reding distributed the 2014-15 Presenting Season brochure detailing upcoming performances and events at the Grand through next May.
10. **ITEMS FROM THE AUDIENCE:**

Tiffanie Heben from Tracy Camera Club and Tracy Friends of the Library addressed the Commission, noting that approximately 100 people visited the Camera Club's table at the recent Taste of the Valley Art & Food Festival. The Camera Club hopes the publicity at the Festival will create larger attendance and possible membership for their club. She then shared details about Robert Dawson's current photography display at the Tracy Library, noting that this past spring he received a grant to photograph libraries in San Joaquin County. Along with Mr. Dawson's photography, they are hosting a related photography contest, entitled *For the Love of Reading*, which includes 60 submissions that will be on display through 9/25/14. Ms. Heben invited Commissioners to attend the discussion and awards presentation which takes place Saturday, 9/13/14. Awards will be given for adult as well as youth categories. This event is open to the public with a reception being held from 4-6 p.m. that day.
11. **ADJOURNMENT**
  - a. Motion: Commissioner Fuller
  - b. Second: Commissioner Paget
  - c. Vote: Unanimous
  - d. Time: 7:30 p.m.

**CITY OF TRACY  
TRACY ARTS COMMISSION MEETING  
October 14, 2014**

**AGENDA ITEM 8.a.**

REQUEST

**REVIEW AND APPROVE LETTER OF INQUIRY TO ARTPLACE IN SUPPORT OF A  
GRANT PROPOSAL TO FUND THE TRACY ARTS AND CULTURAL FESTIVAL IN  
2015 AND 2016**

DISCUSSION

The Tracy Arts 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. In June, Chair McClain provided information regarding a potential grant funding mechanism to help produce the festival. In July the Commission agreed to pursue ArtPlace grant funding.

As part of the ArtPlace application review process, Chair McClain, as project lead, has drafted a Letter of Inquiry (LOI) for the Commission's review and approval. ArtPlace reviews LOI and makes recommendations as to which projects should be invited to submit full proposals. November 3, 3:59 p.m. EST is the deadline for submitting LOI. Applicant denial and invitation notifications will be sent in January.

FISCAL IMPACT

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

RECOMENDATION

Review and Approve Letter of Inquiry to ArtPlace in support of a Grant Proposal to fund the Tracy Arts and Cultural Festival in 2015 and 2016

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

## Tracy Arts Commission – ArtPlace Letter of Inquiry Draft

### Project Information:

**\*Have you contacted elected officials (e.g. mayor, county executive, tribal leadership; or congressional delegation) to discuss your project with them? If so, with whom and, what has resulted from this conversation?**

The Tracy Arts Commission has been developing the new Tracy Arts and Cultural Festival for over two years. Previously the Commission offered a Multi-cultural Festival but felt the programming no longer was effective, nor spoke strongly to the growing and now more diversified community. Commission meeting agendas and minutes are provided to City Council and Department Heads. The Tracy Arts Commission has historically had the support of City Council in their efforts to offer cultural programming to the community-at-large.

**\*ArtPlace has an interest in understanding the needs of the field. What is the primary resource (beyond funding) or piece of knowledge that could improve the outcomes and impact of your proposed project?**

Knowledge is a great resource. Knowing what works and what might not is critical to launching any new endeavor. Connections to other organizations or people who have successfully done similar work is worth a lot.

**\*Name of organization or individual applicant:**

Tracy Arts Commission – Cultural Arts Division – City of Tracy

**EIN #/Taxpayer ID #:** 94-6000442

**\*List all other sources of funding for this project and amounts committed or pending:**

We currently anticipate receiving \$2,500 in funding from the City of Tracy for FY 2015-16, pending Council approval. In addition to our ArtPlace request we plan to submit grant proposals/sponsorship requests to: The James Irvine Foundation, SaveMart Cares, Bank of Stockton, Uncle Credit Union, Central Valley Community Bank, Amazon, National Endowment for the Arts, and local businesses.

**\*Does your project budget include local/regional foundation support? [Yes, No] No**

**\*Annual organizational operating budget for current and previous two fiscal years:**

FY2014-15: \$18,960    FY2013-14: \$18,960    FY2012-13: \$18,960  
(\$10,500 Programming    \$8,460 Administrative & Technical Staff Support)

**\*Total project budget: \$137,920.00**

**\*Amount requested from ArtPlace America: \$75,000.00**

**\*Project request type:** programming

**Project Narrative:**

**\*Name of project:** Tracy Arts and Cultural Festival

**\*A concise description of your project: (be judicious in crafting a SHORT description that accurately describes your community, what is distinctive about it, what your challenge is, and how you propose to address that challenge. Before submitting your application, confirm that this description is a precise picture of the work you are proposing to do)** 350 characters with spaces  
A day-long participatory multicultural arts festival that is: annual, free, open to the public, and energizes local and regional artists and their communities, provides a homegrown entertainment option for area residents, and brings audiences from nearby communities like Mountain House, Lathrop, Manteca, and Brentwood to Tracy.

**\*1.) Describe the place(s) in which your project will take place (e.g. block, community, city/town, population, demographics, businesses, natural resources, etc.)** 300 characters with spaces

Tracy (population ~84,000) is centered in a triangle formed by interstates 580, 205 and 5 and located an hour from Sacramento, San Francisco and San Jose. Project site Lincoln Park—the City's most used —has amenities such as electricity, public art, a rose garden, a play area, and public restrooms.

**\*2.) Why did you choose this place for your work?** 200 characters with spaces

The park is centrally located in a residential neighborhood adjacent to the public library and within easy walking distance of downtown, City Hall, area schools, and low-income housing.

**\*3.) What local challenge/opportunity (social, physical, and/or economic) does your work seek to address?** 250 characters with spaces

Tracy is a bedroom community. We have our own municipal government and services, but the local economy is driven by small business, retail and restaurants. Residents often go to San Francisco or Sacramento for cultural events. We seek to change that.

**\*4.) What is the larger portfolio of strategies in your community, as you understand them, within which your project is (or plans to be) situated?** 300 characters with spaces

Tracy's strategic plan includes Economic Development (develop a strong and diverse economic base, offer residents quality entertainment experiences) & Quality of Life (provide an outstanding quality of life by enhancing the City's amenities and cultivating community engagement).

**\*5.) How are the arts/artists integrated into your project and larger community strategy?** 350 characters with spaces

The Commission is charged with preserving and cultivating the expression and appreciation of the arts in Tracy. The arts are the linchpin of our purpose and our project. The Festival will engage audiences, old and new, and create an atmosphere that encourages them to DO—to learn, make, sing, dance, eat new food, and share with each other.

**\*6.) Please describe your work's artistic ambitions and/or the process for determining an artistic vision.** 250 characters with spaces

Inclusion of dozens of artists/arts groups representing quality of work and reflecting the diversity of the community. Proposal process will be utilized in conjunction with curatorial practice and experience evaluation.

**\*7.) Identify your existing partnerships with individuals, organizations, and entities that are vital to your project's success and describe their role in the development and execution of the project.** 500 characters with spaces

Our lead partner is the City (administrative, logistic, and marketing support and fiscal oversight). Other partners include: Tracy Art League, South Side Community Organization, Tracy Historical Museum, Tracy Performing Arts Foundation, Tracy Repertory Theatre, Academy of Performing Arts/Children's Dance Theatre, Tracy Camera Club, Tracy Chamber of Commerce, Mountain House Asian-American Association, and Tracy Unified School District. We will plan, promote, and launch the festival together.

**\*8.) Why are you working with these partners?** 200 characters with spaces

Our partners were selected collaboratively by the Commission. Activating their membership will help ensure the level of local support needed get our project off the ground and help it be viable.

**\*9.) Describe the activities you have used and/or will use to enlist and involve all of your community's stakeholders.** 300 characters with spaces

Annual summer concert series – Music in the Park – promotions. Commissioner public relations including monthly meetings are open to the public, offering residents a chance to provide input. All partners will attend planning meetings.

**\*10.) Please describe the project activities for which you are seeking ArtPlace support (please provide specific activities, not aspirational goals).** 350 characters with spaces

We are asking ArtPlace to fully fund the first year of the festival and to underwrite marketing costs for the second year. This will give us the resources to attract key partners and set a standard of quality for participating artists. Marketing support will allow us to garner additional resources and lay the groundwork for structured growth.

**\*11.) Why is now the right time for your project?** 250 characters with spaces

The current Commission reflects the diversity in our community. That brings a level of authenticity to our work that is critical to building alliances with local artists, community-based businesses, and arts organizations.

**\*12.) What will be different in your community at the end of the grant period as a result of your project?** 250 characters with spaces

There will be greater consensus in the community. There will be more support for and awareness of the local arts scene. Folks from neighboring communities will consider Tracy a "go to" destination. The quality of life in our City will be improved.

**\*13.) What projects or places, if any, have inspired your approach to creative placemaking?** 200 characters with spaces

SummerFair Cincinnati, Smithsonian Folklife Festival, Three Rivers Arts Festival

\*\*\*\*\*  
Additional grant proposals/sponsorship requests which will both launch and sustain the project beyond the period of funding will be submitted to

Commute rates are high in the county with more than 55% of San Joaquin County workers commuting outside the county to work, according to the 2010 Census



Our community is rapidly growing. According to the Census, the population change since 2000 is +39.2%.

Mean travel time to work (minutes), workers age 16+, 2008-2012 was 40.3 versus the Mean travel time of 29.1 for San Joaquin County residents.

Our goals are to celebrate diverse cultures and expand who engages in the arts, while actively building community. We want to expand participation of our current audience, broaden engagement at home, and attract new audiences from around the region.