

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 14, 2015, 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 2015-052, 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 Meeting of the Civic Art Subcommittee on March 6th, 2015
5. Approval of Minutes from the Meeting of the Special Events Subcommittee on March 10th, 2015
6. Approval of Minutes from the Meeting on March 10th, 2015
7. Correspondence
8. New Business
 - A. Review and Approve Emerging Artists Auditions Promotional Flyer
 - B. Review and Approve Recommendations to present an Arts and Culture Festival Pilot Event to close 2015 Music in the Park Summer Concert Series
 - C. Review and Approve 2015 Music in the Park Summer Concert Series Budget and Fundraising Goals
 - D. Discuss and Approve Agenda Item to Invite City Manager to a Future Tracy Arts Commission Meeting
9. Items from the Commission
10. Items from Staff
11. Items from the Audience
12. Adjournment

POSTED: April 9, 2015

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 – CIVIC ART SUBCOMMITTEE
SPECIAL MEETING MINUTES
March 6, 2015, 2:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Staff called the Meeting to order at 2:06 p.m.

Roll call found Commissioners Dhugga, Jones, and McClain present.

Staff Present: William Wilson, Cultural Arts Manager – Visual Arts

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

1. ITEMS FROM THE AUDIENCE

Mr. Angel Hernandez stated he was in attendance to propose a new civic art project at the handball courts in Lincoln Park. Cultural Arts Manager Wilson responded that Commissioners were prepared to discuss this project on the agenda today.

2. DISCUSSION OF MOSIAC CIVIC ART PROJECT AT MCDONALD PARK

ACTION

Cultural Arts Manager Wilson reviewed the Civic Art Plan proposal process. Angel Hernandez provided an overview of activities and features of the handball courts in McDonald Park from the 1980's to the present. He presented a description of a proposed new mosaic mural project at the courts as a community project including celebratory themes, collaboration and fundraising with a goal to complete the project by summer of 2016. CAM Wilson advised Mr. Hernandez on the next steps to complete a proposal in preparation of Tracy Arts Commission review and recommendation, and City Council review and approval.

3. ADJOURNMENT

Time: 2:56 p.m.

The above agenda was posted at the Tracy City Hall on March 2, 2015. The above are action minutes. Materials distributed to the majority of the Tracy Arts Commission, staff records and/or audio recording is available in the Cultural Arts Division located at 715 Central Avenue.

TRACY ARTS COMMISSION – SPECIAL EVENTS SUBCOMMITTEE
SPECIAL MEETING MINUTES
March 10, 2015, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Staff called the Meeting to order at 6:04 p.m.

Roll call found Commissioners Poole and Sandhu present. Commissioner Fuller was absent.

Staff Present: Matthew Morgan, Theatre Technician

Recorded By: Matthew Morgan, Theatre Technician

1. ITEMS FROM THE AUDIENCE

None

2. REVIEW, DISCUSS AND RECOMMEND PERFORMERS FOR MUSIC IN THE PARK 2015

ACTION TT Morgan presented Cesar Chavez High School Mariachi Band for the Commissioner's consideration. Commissioners recommended this act to perform as part of the summer concert series.

3. ADJOURNMENT

Time: 6:27 p.m.

The above agenda was posted at the Tracy City Hall on March 5, 2015. The above are action minutes. Materials distributed to the majority of the Tracy Arts Commission, staff records and/or audio recording is available in the Cultural Arts Division located at 715 Central Avenue.

TRACY ARTS COMMISSION
REGULAR MEETING MINUTES
March 10, 2015, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair McClain called the meeting to order at 6:57 p.m.

Roll call found Commissioners Dhugga, Fuller, Jones, McClain, Paget, Poole, and Sandhu present.

Staff Present: William Wilson, Cultural Arts Manager – Visual Arts

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

1. ITEMS FROM THE AUDIENCE

None

2. APPROVAL OF THE MINUTES FROM THE MEETING ON FEBRUARY 10, 2015

ACTION Motion made by Commissioner Jones, seconded by Commission Sandhu to approve the minutes. Voice vote found all in favor; motion carried 7:0.

3. CORRESPONDENCE

None

4. REVIEW AND APPROVE SPECIAL EVENTS SUBCOMMITTEE RECOMMENDATIONS FOR EMERGING ARTISTS AND MUSIC IN THE PARK 2015

ACTION Commissioner Poole and Chair McClain reported Subcommittee recommendations for Emerging Artists Auditions on 04/18 and 05/02, and Music in the Park on 06/18, 06/25, 07/09, 07/16, 07/23 and 07/30. Performer and musical genre were reviewed. Motion made by Commission Poole, seconded by Commission Fuller to approve the recommendations. Voice vote found all in favor; motion carried 7:0

5. CONTINUE DISCUSSION OF THE TRACY ARTS AND CULTURE FESTIVAL

ACTION Commissioners continued discussion of this new programming with the intent to present the festival as a pilot event to close Music in the Park 2015. Commissioners requested Staff prepare April agenda items to finalize programming, budget and fundraising recommendations.

6. ITEMS FROM THE COMMISSION

Commissioners each gave brief summaries of their individual activities relating to arts and cultural activities within the past month.

7. ITEMS FROM STAFF

William Wilson, Cultural Arts Manager, announced upcoming events at the Grand Theatre Center for the Arts including Performance Lounge Night 03/18, State of the City 03/26, Expressions! Selections Opening Reception 03/28, and Senior Tuesdays at the Grand, 03/31.

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

ACTION Motion made by Chair McClain, seconded by Commissioner Fuller to adjourn. Voice vote found all in favor; motion carried 7:0. Time: 8:02 p.m.

The above agenda was posted at the Tracy City Hall on March 5, 2015. The above are action minutes. Materials distributed to the majority of the Tracy Arts Commission, staff records and/or audio recording is available in the Cultural Arts Division located at 715 Central Avenue.

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
April 14, 2015**

AGENDA ITEM 8.a.

REQUEST

REVIEW AND APPROVE EMERGING ARTISTS AUDITIONS PROMOTIONAL FLYER

DISCUSSION

The Tracy Arts Commission offers free, annual summer concert programming. The Special Events Subcommittee (SES) invites local youth to audition in competition 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. Upon approval Staff will create and distribute a promotional flyer for electronic and print distribution to the community.

FISCAL IMPACT

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

RECOMENDATION

Review and Approve Emerging Artists Auditions Promotional Flyer

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

CITY OF TRACY
TRACY ARTS COMMISSION MEETING
April 14, 2015

AGENDA ITEM 8.b.

REQUEST

REVIEW AND APPROVE RECOMMENDATIONS TO PRESENT AN ARTS AND CULTURE FESTIVAL PILOT EVENT TO CLOSE THE 2015 MUSIC IN THE PARK SUMMER CONCERT SERIES.

DISCUSSION

The Commission has worked since 2011 to plan a newly designed multi-cultural festival in 2015 and beyond. The Tracy Arts Commission reviewed and approved the Special Events Subcommittee (SES) preliminary recommendations in November of 2013. The SES was directed to continue their work in providing recommendations to be utilized as the framework of the new festival. In June of 2014, Chair McClain provided information regarding a potential grant funding mechanism to help produce the festival. In July of 2014 the Commission agreed to pursue grant funding. The current effort is to secure grant funding is through the California Arts Council's Creative California Communities (CCC) program, with notice expected in June.

General discussion regarding event components, marketing, funding, and communications updates continued for several months. In March the Commission clarified their vision to begin new Arts and Cultural Festival programming with a pilot event at the close of the 2015 Music in the Park summer concert series. Should CCC funding be awarded, the Commission will present a large festival event in June of 2016.

The Commission is asked to review and approve the following recommendations in order to finalize programming in 2015:

1. Present the Tracy Arts and Culture Festival as the final event of the 2015 Music in the Park summer concert series to be held on either Thursday, July 30th from 6:00 to 9:00 PM or on Saturday, August 1st from 10 am to 2 PM in Lincoln Park
2. The Tracy Arts and Cultural Festival pilot event will present three invited headlining acts to perform on stage.
3. The Tracy Arts Commission will invite 3 to 6 arts and community organizations to participate in the event providing support in the form of matching tents, booths, tables, chairs, etc.
4. The Arts and Culture Festival pilot event will include a hands-on and/or participatory activities area in support of educational components.
5. The Tracy Arts Commission will invite 1 to 3 vendors to provide hospitality services in support of the event.

6. The Tracy Arts Commission will staff an information/welcome booth and host the event at large.

With approval of these recommendations, the Commission can review and approve 2015 budget and fundraising goals in support of Music in the Park and Arts and Culture Festival programming. Staff estimates the Arts and Culture Festival pilot event can be executed as recommended with a budget of \$6,000:

\$2,500	Main Stage/Headliner Talent Fees
\$2,000	Tents/Booths/Tables/Chairs/Etc.
\$1,000	Marketing/Promotions
\$500	Insurance/Hospitality/Labor/Misc.

FISCAL IMPACT

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

RECOMENDATION

Review and Approve Recommendations to present an Art and Culture Festival Pilot Event to close the 2015 Music in the Park Summer Concert Series

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
April 14, 2015**

AGENDA ITEM 8.c.

REQUEST

**REVIEW AND APPROVE 2015 MUSIC IN THE PARK SUMMER CONCERT SERIES
BUDGET AND FUNDRAISING GOALS**

DISCUSSION

The Commission previously approved June expenditures for 2015 Music in the Park, in the amount of \$1,400 per event, not to exceed \$4,200 total including talent fees, audio services and hospitality. In addition the Commission approved marketing expenses of \$675 and estimated expenses of \$150 to provide required insurance coverage.

In March the Commission reviewed and approved the Special Events Subcommittee recommendations to present concerts on June 18th, June 25th, July 9th, July 16th, July 23rd, and July 30th, as well as adding an optional date of August 1st to accommodate scheduling of the Arts and Cultural Festival pilot event as the close of the concert series. In addition the Commission must consider necessary fundraising goals to support the new programming.

Staff estimates that a minimum of \$6,000 is needed to fully fund this new event. In preparation Staff has reviewed the remaining Commission funding in the current FY14-15 (approx. \$5,600) and anticipated FY15-16 (est. \$10,500) funding, and asks the Commission to review and approve the following:

1. Increase in June 2015 marketing funding from \$675 to \$1,200
2. Maintain a maximum expense of \$1,400 per concert event (3) in July 2015
3. FY15-16 maximum budget allocation of \$3,000 in support of the Arts and Culture Festival pilot event
4. Commission fundraising goal of \$3,000 in support of the Arts and Culture Festival pilot event

Approval of these recommendations would maintain an estimated amount of \$3,300 for Commission expenditures in the remainder of FY15-16, including summer concerts in June 2016.

FISCAL IMPACT

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

RECOMENDATION

Review and Approve 2015 Music in the Park Summer Concert Series Budget and Fundraising Goals

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
April 14, 2015**

AGENDA ITEM 8.d.

REQUEST

**DISCUSS AND APPROVE AGENDA ITEM TO INVITE CITY MANAGER TO A
FUTURE TRACY ARTS COMMISSION MEETING**

DISCUSSION

The Tracy Arts Commission was introduced to the new City Manager, Troy Brown in October of 2014. During this discussion City Manager Brown recommended that the Commission periodically provide updates to himself and City Council. Chair McClain suggested the Commission revisit this topic in the spring of 2015 with the intention to update City Manager Brown on the current and future efforts and programming of the Commission.

FISCAL IMPACT

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

RECOMENDATION

Discuss and Approve Agenda Item to Invite City Manager to a Future Tracy Arts Commission Meeting

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II