

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, June 9, 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. Tracy Arts Commission Projects Update to City Manager, Troy Brown
5. Approval of Minutes from the Meeting of the Special Events Subcommittee on May 12th, 2015
6. Approval of Minutes from the Meeting on May 12th, 2015
7. Correspondence
8. New Business
 - A. Review and Approve Special Events Subcommittee Recommendations for Tracy Arts and Cultural Festival Headliner Acts
 - B. Authorize Cultural Arts Division Staff to Develop Kids Care Dental Sponsorship of 2015 Music in the Park and Tracy Arts and Cultural Festival Programming.
9. Old Business
 - A. Continue Discussion of the Tracy Arts and Cultural Festival and Fundraising Goals
10. Items from the Commission
11. Items from Staff
12. Items from the Audience
13. Adjournment

POSTED: June 5, 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 – SPECIAL EVENTS SUBCOMMITTEE
SPECIAL MEETING MINUTES
May 12, 2015, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Staff called the Meeting to order at 6:05 p.m.

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

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. DISCUSS AND RECOMMEND COLLABORATORS FOR THE TRACY ARTS AND CULTURAL FESTIVAL 2015

ACTION

CAM Wilson informed Commissioners that Judy Mizuno from Tracy Sister City Association notified Staff of their interest to participate in the Festival. Commissioners recommended: 1. Tracy Friends of the Library in conjunction with a representative organization from Mountain House to provide a literary component, 2. Tracy Sister City Association representing youth exchange programs to Japan, 3. Tracy Animal Shelter with an adoption and art contest component, 4. Tracy Historical Museum – West Side Pioneers with a presentation and display addressing the labor history of the City, 5. Tracy United to Make a Difference with a community service component, 6. Tracy Camera Club and Tracy Art League to provide a visual arts exhibit. In addition Commissions discussed their support of having the martial arts represented but no organization was identified, as well as the popularity of having the Tracy Police and Fire Department safety vehicles at the event. The Special Events Subcommittee will discuss their recommendations with the Commission at the meeting on May 12th.

3. ADJOURNMENT

Time: 6:47 p.m.

The above agenda was posted at the Tracy City Hall on May 8, 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
May 12, 2015, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair McClain called the meeting to order at 7:02 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 OF THE SPECIAL EVENTS SUBCOMMITTEE ON MARCH 2ND, 2015

ACTION Motion made by Commissioner McClain, seconded by Commissioner Poole to approve the minutes as amended. Voice vote found all in favor; motion carried 6:0.

3. APPROVAL OF THE MINUTES FROM THE MEETING ON APRIL 14TH, 2015

ACTION Motion made by Commissioner McClain, seconded by Commissioner Poole to approve the minutes as amended. Voice vote found all in favor; motion carried 6:0.

4. CORRESPONDENCE

CAM Wilson informed Commissioners that Judy Mizuno from Tracy Sister City Association notified Staff via email of their interest to participate in the Tracy Arts and Cultural Festival.

5. REVIEW AND APPROVE 2015 MUSIC IN THE PARK PROMOTIONAL FLYER

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

6. CONTINUE DISCUSSION OF THE TRACY ARTS AND CULTURAL FESTIVAL AND FUNDRAISING GOALS

ACTION The Special Events Subcommittee reported their recommendations to the Commission for discussion. SES recommendations are to invite several community groups to collaborate in the Festival, occupying six booths at the

event: 1. Tracy Friends of the Library in conjunction with a representative organization from Mountain House to provide a literary component, 2. Tracy Sister City Association representing youth exchange programs to Japan, 3. Tracy Animal Shelter with an adoption and art contest component, 4. Tracy Historical Museum – West Side Pioneers with a presentation and display addressing the labor history of the City, 5. Tracy United to Make a Difference with a community service component, 6. Tracy Camera Club and Tracy Art League to provide a visual arts exhibit. In addition the SES voiced support of a martial arts component but no organization was identified, as well as the popularity of having the Tracy Police and Fire Department safety vehicles at the event.

Commissioners responded that the SES recommendations were not diverse enough in representing the cultural diversity of the City, which was a goal of the Festival. Commissioners discussed that while the Library organizations, Tracy Animal Shelter and Tracy United to Make a Difference are important community organizations, perhaps they are not best suited to the immediate goals of the Festival this year. Commissioners agreed to make an effort to diversify the event and contact additional potential collaborators including the Tracy African-American Association, Southside Community Organization, Tracy Indian Women’s Association and the Asian-American Association in Mountain House. Commissioners agreed to report at the meeting in June, continue discussion and finalize their list of collaborators to invite to the Festival.

Discussion pertaining to the three headlining performing acts followed with Commissioners voicing that they would prefer a Latin Band, high energy dance act, and a popular performer from a past Music in the Park concert. The Commission requested that the SES meet again to recommend three acts for discussion at the meeting on June 9th.

Commissioners discussed the inviting four vendors to provide hospitality at the Festival, including cold beverages, fruit ice and ethnic foods. Food trucks, rolling carts, and service trailers were all supported. Commissioners Poole, McClain, Paget and Fuller agreed to take the lead rolls in identify these vendors. Commissioners will report at the meeting in June, continue discussion and finalize their list of preferred hospitality vendors.

Commissioners reported no donations, but inquired about the ability to collaborate with local restaurants to raise funds. Staff will consult with the City Attorney’s Office and provide a response. Commissioners agreed to set a July deadline to meet their individual fundraising goals of \$429, towards the collective goal of \$3,000 in support of the Festival.

Motion made by Commissioner Fuller, seconded by Commissioner Sandhu to approve the recommendations. Voice vote found all in favor; motion carried 7:0.

7. ITEMS FROM THE COMMISSION

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

8. ITEMS FROM STAFF

CAM Wilson, announced that the Commission's request to tour the new Animal Shelter was made and PD Staff will notify him when a tour is possible. City Manager Troy Brown has accepted the Commission's invitation to attend the June meeting for an update on upcoming Commission programming. A meeting of the Special Events Subcommittee was scheduled for May 19th at 7 pm.

9. ITEMS FROM THE AUDIENCE

None

10. ADJOURNMENT

ACTION Motion made by Commissioner McClain, seconded by Commissioner Fuller to adjourn. Voice vote found all in favor; motion carried 7:0. Time: 8:28 p.m.

The above agenda was posted at the Tracy City Hall on May 8, 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
June 9, 2015**

AGENDA ITEM 8.a.

REQUEST

**REVIEW AND APPROVE SPECIAL EVENTS SUBCOMMITTEE RECOMMENDATIONS
FOR TRACY ARTS AND CULTURAL FESTIVAL HEADLINER ACTS**

DISCUSSION

The Commission will present the Tracy Arts and Cultural Festival as the final event of the 2015 Music in the Park summer concert series to be held on Saturday, August 1st from 10 AM to 2 PM in Lincoln Park. The Tracy Arts and Cultural Festival pilot event will present three invited headlining acts to perform on stage for 40 to 45 minutes each.

At the Commission meeting on May 12th, Commissioners voiced support for a Latin Band, high energy dance act, and a popular performer from a past Music in the Park concert. The Commission requested that the SES recommend three acts for discussion at the meeting on June 9th.

The Commission has approved a \$6,000 budget for the 2015 Festival with an appropriation of \$3,000 from the anticipated FY15-16 budget and a \$3,000 fundraising goal. Staff has estimated expenses as such:

\$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 Special Events Subcommittee Recommendations for Tracy Arts and Cultural Festival Headliner Acts

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
June 9, 2015**

AGENDA ITEM 8.b.

REQUEST

AUTHORIZE CULTURAL ARTS DIVISION STAFF TO DEVELOP KIDS CARE DENTAL SPONSORSHIP OF THE 2015 MUSIC IN THE PARK AND TRACY ARTS AND CULTURAL FESTIVAL PROGRAMMING

DISCUSSION

Staff has been contacted by Karen Chen, Marketing Coordinator, from Kids Care Dental, a pediatric dentistry services company in the region. Kids Care Dental is opening a Tracy practice and is interested in sponsoring 2015 Music in the Park and Tracy Arts and Cultural Festival programming. Kids Care Dental is requesting use of stage banner, public announcements at the events, participation in the event at a booth, and credit line and/or logo visibility in event marketing.

Staff is requesting the Commission authorize development of a sponsorship package for programming in the months of July and August through the City of Tracy's Sponsorship and Commercial Advertising Policies. Authorization will allow Staff to negotiate terms and forward agreements to City Council for review and approval in July.

FISCAL IMPACT

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

RECOMENDATION

Authorize Cultural Arts Division Staff to develop Kids Care Dental Sponsorship of the 2015 Music in the Park and Tracy Arts and Cultural Festival Programming

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
June 9, 2015**

AGENDA ITEM 9.a.

REQUEST

**CONTINUE DISCUSSION OF THE TRACY ARTS AND CULTURE FESTIVAL AND
FUNDRAISING GOALS**

DISCUSSION

The Commission will 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 Saturday, August 1st from 10 AM to 2 PM in Lincoln Park. The Tracy Arts and Cultural Festival pilot event will present three invited headlining acts to perform on stage for 40 to 45 minutes each. The Tracy Arts Commission will invite three to six arts and community organizations to participate in the event providing support in the form of matching tents, booths, tables, chairs, etc. The Arts and Culture Festival pilot event will include a hands-on and/or participatory activities area in support of educational components. The Tracy Arts Commission will invite four vendors to provide hospitality services in support of the event. The Tracy Arts Commission will staff an information/welcome booth and host the event at large.

The Commission has approved a \$6,000 budget for the 2015 Festival with an appropriation of \$3,000 from the anticipated FY15-16 budget and a \$3,000 fundraising goal. Staff has estimated expenses as such:

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

The Commission has requested a standing agenda item to continue discussion as the programming develops and to provide updates on their fundraising efforts.

The Commission has agreed to finalize the invited event collaborators, three headliner acts and four hospitality vendors at the meeting on June 9th.

FISCAL IMPACT

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

RECOMENDATION

Continue Discussion of the Tracy Art and Culture Festival and Fundraising Goals

Agenda Item 9.a.
June 9, 2015
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Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II