

TRACY ARTS COMMISSION
MEETING MINUTES
September 8, 2015, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair McClain called the meeting to order at 7:00 p.m.

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

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

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

1. ITEMS FROM THE AUDIENCE

Tiffanie Heben, Executive Director of The Grand Foundation presented an overview of the Foundation's role as the fundraising and community partner of the Grand Theatre Center for the Arts. Ms. Heben thanked the Commission for their support of and participation in the Downtown Tracy Artwalks.

2. APPROVAL OF MINUTES FROM THE SPECIAL EVENTS SUBCOMMITTEE MEETING ON MAY 19th, 2015

ACTION Motion by Commissioner Poole, seconded by Commissioner Sandhu to approved the minutes. Voice vote found all in favor; motion carried 6:0.

3. APPROVAL OF MINUTES FROM THE MEETING ON JULY 14th, 2015

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

5. CORRESPONDENCE

None

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

ACTION Commissioners engaged in a discussion sharing feedback from the Festival held on August 1st in Lincoln Park. Commissioners each offered both supportive and critical feedback as observed and collected from the public and the event collaborators.

Positive feedback included support of the event layout, community collaborations, quality of headliner performers, hands-on activities, visual impact of the event, tech support, hospitality vendors, sensitivity to competing vendors,

Channel 26 media coverage and attendance by four of five City Council Members.

Critical feedback included late set-up by booth/tent vendor, disorganized hands-on activities, hot temperature during the event, proximity of booths to main stage creating some reported volume complaints and a smaller audience of 400 to 500 in comparison with summer concert attendance ranging from 250 to 800.

Commissioners offered the following suggestions for consideration in developing the Festival forward: additional community collaborators and vendors, TAC script for acknowledgements and announcements throughout the event, more Staff, additional lead time to distribute marketing materials and promote, Festival King & Queen pageant crowning at event, additional advertising, Commissioner booth assignments, TAC banner and welcome/information station, first aid station with emergency services, TAC T-Shirts, increased representation of the community's diversity, more Commission involvement/hands-on work across the event.

CAM Wilson notified Commissioners that they had exceeded the original timeline to fundraise \$3,000 in support of the Festival, and to date only Commissioner Jones had completed her efforts. Chair Fuller notified the Commission that she met with City Manager Brown securing \$1,000 in 2015 general fund support for the Festival. Commissioner McClain raised concerns that the Commission only agreed to personally collect donations and additional one-time City support does not meet their goals. Commissioners agreed to uphold the individual goal of \$429, with all Commissioners reporting their donations at the upcoming meeting on October 13. Commissioner McClain also reported her ongoing efforts to secure future underwriting support from Union Pacific and Kaiser Permanente.

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 informed the Commission that Dara Tomson, the new Arts Education Coordinator, had joined the Staff in the Cultural Arts Division.

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:22 p.m.

The above agenda was posted at the Tracy City Hall on September 3, 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.