

TRACY ARTS COMMISSION  
MEETING MINUTES  
**August 9, 2016, 7:00 p.m.**

Grand Theatre Center for the Arts, 715 Central Avenue

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

Roll call found Commissioners Borges-Sotoe, Dhugga, Fuller, Jones, Poole, Sandhu and Swanson 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. ELECTION OF CHAIR AND VICE CHAIR

**ACTION** Commissioner Fuller accepted nomination by Commissioner Poole to serve as Chair. Commissioner Swanson accepted nomination by Commissioner Dhugga to serve as Chair. Commissioner Dhugga declined nomination by Commissioner Jones to serve as Chair. Voice vote found Commissioners in favor of Commissioner Fuller to serve as Chair, 5:2.

Commissioner Poole accepted nomination by Commissioner Borges-Soto to serve as Vice Chair. Voice vote found all Commissioners in favor of Commissioner Poole to serve as Vice Chair, 7:0.

3. APPROVAL OF MINUTES FROM THE MEETING ON JULY 12<sup>th</sup>, 2016

**ACTION** Motion by Commissioner Poole, seconded by Commissioner Jones to approve the minutes as amended. Voice vote found all in favor; motion carried 7:0.

4. CONSIDER OPTION TO PRESENT A TRACY ARTS COMMISSION ANNUAL REPORT TO CITY COUNCIL

Commissioners discussed the pros and cons of creating and presenting an Annual Report. Commissioner Dhugga voiced support as the document could be used as a beneficial self-check and benchmarking tool for the Commission. She also felt the visibility of a presentation at City Council would be important. Several Commissioners questioned the additional workload and purpose outside of existing communication tools between the Commission and City Council. Commissioners felt better served to exercise the timely option to address, or present to, City Council as needed, which can support their efforts to increase the Tracy Arts Commission's public profile. Information can currently be

shared during Public Comments at Council meetings and through a variety of Staff communications.

**ACTION** Motion by Commissioner Swanson, seconded by Commissioner Borges-Soto to decline presentation of an Annual Report to City Council. Voice vote found all in favor; motion carried 7:0.

5. DISCUSS OUTCOMES OF 2016 SUMMER PROGRAMMING: EMERGING ARTISTS, MUSIC IN THE PARK AND THE TRACY ARTS & CULTURAL FESTIVAL

Commissioners engaged in a discussion about the outcomes of recent summer programming. Commissioners also considered collaborator, participant and Staff feedback. A summary of outcomes and collective observations follows:

Emerging Artists

- remains beneficial unique programming for youth performers in our community
- despite additional marketing, too few performers auditioned
- those performing The National Anthem, and at intermission, were well received
- additional performers – a different performer at each event – are needed in 2017
- networking with local performing arts groups and schools is needed in 2017

Music in the Park

- remains beneficial unique family programming in our community
- despite earlier and additional marketing, audience attendance was uneven
- concern that Downtown Block Parties may be splitting audiences
- concern that day/time/venue are difficult for commuters to attend
- sound quality issues at first concert, but significantly improved forward
- high quality of talent and diversity of music genres are appreciated
- one of the few professional musical events for families outside of the Grand
- lacks resources to attract new audiences IE: food/beverages/vendors
- community demographics have changed significantly over time
- Commissioners need to personally invite the surrounding neighborhood
- Commissioners need to host concerts in more engaging ways
- networking with community organizations and businesses is needed in 2017
- additional networking can be supported with sponsorship opportunities
- concert series should be reinvented in 2017 with more amenities/attractions

Tracy Arts & Cultural Festival

- concern over the relevancy and community support of this programming
- audience decreased from 400-500 in 2015 to 200-250 in 2017
- attendance was impacted by the heat, time of day; perhaps venue and season
- event design was effective and schedule of acts/activities worked well
- sound quality and talent was professional and well received
- addition of community acts and food trucks greatly improved the event
- center commons-tent was again highly successful
- Commissioner support to Community Collaborators worked and was appreciated
- significant investment of time and funding for such a small audience
- difficult event to produce; deadlines were missed; TAC needs better teamwork
- resources may be better utilized with a deeper investment in Music in the Park

Considering these outcomes and feedback, Staff will prepare recommendations for 2017 summer programming for review and approval at the upcoming meeting on September 13.

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

None

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

**ACTION** The meeting was adjourned at 8:36 p.m.

The above agenda was posted at the Tracy City Hall on August 4<sup>th</sup>, 2016. 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.