

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, September 13, 2016, 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 on August 9th, 2016
5. New Business
 - A. Review and Approve 2017 Summer Programming Recommendations
6. Correspondence
7. Items from the Commission
8. Items from Staff
9. Items from the Audience
10. Adjournment

POSTED: September 9th, 2016

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
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 12th, 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 4th, 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.

CITY OF TRACY
TRACY ARTS COMMISSION MEETING
September 13, 2016

AGENDA ITEM 5.a.

REQUEST

REVIEW AND APPROVE 2017 SUMMER PROGRAMMING RECOMMENDATIONS

DISCUSSION

The Tracy Arts Commission presented the Emerging Artists Series, Music in the Park Summer Concert Series and the Tracy Arts & Cultural Festival in June and July of 2016. Commissioners have engaged in on-going discussion through the development of this programming across 2016, and have evaluated the outcomes and feedback at the meeting on August 9th.

As a result, Staff has compiled the following list of recommendations. The adopted recommendations will serve as guidelines to be used by the Budget and Special Events Subcommittees, as well as Tracy Arts Commission, to develop and present 2017 summer programming.

Emerging Artists

- retain this unique programming for youth performers in our community
- network with local performing arts groups and schools to increase participation
- feature a different youth performer at each TAC event, as needed in 2017
- performers will sing The National Anthem, and optional song at intermission

Music in the Park

- retain this beneficial and unique family programming in our community
- continue concert series in June and July at Lincoln Park on select Thursdays at 7 pm
- feature professional and diverse local/regional musical acts
- invite community visual and performing artists and organizations to participate
- invite community organizations and business to participate
- effectively network with surrounding neighborhood and beyond to increase audiences
- effectively host events by increasing community engagement at concerts
- add hospitality (food/beverages/cooling tent/seating) services and vendors
- create commercial and non-profit marketing program with sponsorship opportunities
- increase event series budget

Tracy Arts & Cultural Festival

- do not retain this event
- utilize event funding to increase marketing at Music in the Park
- utilize event funding to increase community collaboration at Music in the Park
- utilize event funding to increase public participation at Music in the Park

FISCAL IMPACT

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

RECOMMENDATION

Review and Approve 2017 Summer Programming Recommendations

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II