

TRACY ARTS COMMISSION
MEETING MINUTES
December 13, 2016, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Fuller called the meeting to order at 7:08 p.m.

Roll call found Commissioners Borges-Soto, Dhugga, Fuller, Jones, Poole and Swanson present. Commissioner Sandhu 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

None

2. RECEIVE BROWN ACT TRAINING FROM THE CITY ATTORNEY'S OFFICE

Leticia Ramirez, Deputy City Attorney II, presented California's Open Meeting Law: The Ralph M. Brown Act training to the Commission.

3. APPROVAL OF MINUTES FROM THE SPECIAL EVENTS SUBCOMMITTEE MEETING ON MAY 7th, 2016

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

4. APPROVAL OF MINUTES FROM THE MEETING ON OCTOBER 11th, 2016

ACTION Motion by Commissioner Poole, seconded by Commissioner Borges-Soto to approve the minutes as submitted. Voice vote found all in favor; motion carried 6:0.

5. APPROVAL OF MINUTES FROM THE CIVIC ART SUBCOMMITTEE MEETING ON NOVEMBER 16th, 2016

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

6. CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

Commissioners have requested a standing agenda item to refine the operational management of the recommendations, including budget and event dates.

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 budget with funds previously used for the Tracy Arts & Cultural Festival

Commissioners continued discussion and agreed to the following dates and preferred locations for the Music in the Park – Summer Concert Series:

- Thursday, June 29th – Lincoln Park
- Thursday, July 13th – TBD
- Thursday, July 27th – TBD
- Friday, August 11th – Downtown Park Plaza (in collaboration with the Artwalk)

Commissioners agreed to visit locations to see if they may be suitable for concerts with amenities including space for the mobile stage, power, restrooms, parking, accessibility and shade. Commissioner Dhugga will visit the Edgewood Park and the 11th St. Sports Complex. Commissioner Poole will visit McDonald Park. Commissioner Jones will visit Dr. Powers Park. Commissioners will report their findings at the meeting on January 10th, 2017. CAM Wilson suggested that Commissioners take notes and photos while on location. Once preferred locations are identified, he will consult with Parks and Public Works Staff to confirm use options.

Commissioner Dhugga stressed the need to develop a new marketing plan, as reflected in the recommendations. This should include one-to-one (personal and educational) communication with the public, social media, cultivating business relationships and visiting with the immediate neighborhoods of the event locations. Commissioners were in support of adding these efforts to the existing marketing, which has traditionally included electronic and print distribution and newspaper advertising. CAM Wilson advised the Commission that the City of Tracy recently adopted NextDoor as a social media platform for neighborhood-level communication and that they may want to consider joining.

7. CORRESPONDENCE

None

8. ITEMS FROM THE COMMISSION

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

9. ITEMS FROM STAFF

CAM Wilson informed Commissioners that Subcommittee appointments are scheduled for the meeting on January, 10th, 2017.

10. ITEMS FROM THE AUDIENCE

None

11. ADJOURNMENT

ACTION The meeting was adjourned at 8:33 p.m.

The above agenda was posted at the Tracy City Hall on December 8th, 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.