

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, March 14, 2017, 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. Appointment of Commissioner to serve the Civic Art Subcommittee in 2017
5. Approval of Minutes from the Special Meeting of the Budget Subcommittee on February 14th, 2017
6. Approval of Minutes from the Meeting of February 14th, 2017
7. New Business
 - A. Review and Approve Budget Subcommittee Recommendations for 2017 Summer Programming
8. Old Business
 - A. Continue Discussion of 2017 Summer Programming Recommendations
 - B. Continue Discussion of New Youth Programming for 2017-18
9. Correspondence
10. Items from the Commission
11. Items from Staff
12. Items from the Audience
13. Adjournment

POSTED: March 9th, 2017

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 – BUDGET SUBCOMMITTEE
SPECIAL MEETING MINUTES
February 14, 2017, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Staff called the Meeting to order at 6:01 p.m.

Roll call found Commissioners Borges-Soto, Jones and Poole 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. DISCUSS AND PROVIDE BUDGET RECOMMENDATIONS FOR 2017 SUMMER PROGRAMMING.

CAM WILSON led the Subcommittee in a discussion to provide budget recommendations for the remainder of FY2017. The following recommendations will be presented to the Tracy Arts Commission for review and approval at the meeting on March 14th, 2017.

Fiscal Year 2016-17 begins July 1st, 2016 and ends June 30th, 2017

TAC Programming February 2017 Est. Account Balance: \$4,000

TAC Programming	FY2017 est. expenditures
Civic Art Program Management/Admin	\$100
- RFQ/RFP Development & Distribution	** Utility Boxes RFP
- Artist Files & Correspondence	
- Events, Marketing & Promotions	
- Collection Database Software	
City Art Collection Maintenance	\$1,300
- Cleaning	** 2 Bronze Sculptures Cleaning/Waxing
- Framing/Re-framing	
- Hardware	
- Signage/Signage Replacement	
- Contractor/Specialty Work	
City Art Collection Acquisitions:	\$0
- Exhibitions Program	
- Tracy Art League – Expressions!	
- Proposal, Exchange, Loan, Gift	

Music in the Park – Concerts	\$2,600
- Talent Fees	(\$1,000 for June 29 th Concert performer)
- Tech Support	(\$300 for Audio Services)
- Marketing & Promotions	(\$850 for flyers & advertising)
- Hospitality	(\$100 for performers & collaborators)
- Permits/Misc. Supplies	(\$350 for insurance & 3 pop-up canopies) ** split cost with Arts Education Program
Downtown Tracy Artwalks	\$0
	- Artwalks begin in July 2017
Total	\$4,000

3. ADJOURNMENT

Time: 6:36 p.m.

The above agenda was posted at the Tracy City Hall on April 21, 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.

TRACY ARTS COMMISSION
MEETING MINUTES
February 14, 2017, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Fuller called the meeting to order at 7:03 p.m.

Roll call found Commissioners Borges-Soto, Dhugga, Fuller, Jones, 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 MINUTES FROM THE MEETING ON JANUARY 10th, 2017

ACTION Motion by Commissioner Poole, seconded by Commissioner Borges-Soto to approve the minutes as amended. Voice vote found all in favor; motion carried 4:0.

3. CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

Commissioners continued discussion to refine the operational management of the recommendations below, including budget and event dates.

Emerging Artists

- 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

- continue concert series in June and July at Lincoln Park (and other locations) on select Thursdays at 7 pm, and at the Downtown Tracy Artwalk in August
- 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 – Cecliani or MacDonald Park

- Thursday, July 27th – Dr. Powers Park
- Friday, August 11th – Downtown Park Plaza (in collaboration with the Artwalk)

CAM Wilson advised there could be sound concerns from the adjacent neighborhood in using of Veteran's Park.

Commissioner Poole will visit Cecliani Park and report back to the Commission in March.

Commissioners identified preferred hospitality novelty vendors including Kona Ice, Pink Turtle Ice Cream and Aldos Gelato. Commissioners supported the inclusion of two community organizations and one commercial business at each concert. In addition they felt the purchasing of three pop-up canopies would be a good investment to help support the event components. CAM Wilson suggested the cost of approximately \$600 could be split between the TAC and the Arts Education Program who could also utilize canopies at other public events.

Commissioners felt that the development of a marketing program for event sponsorship would be a good tool for engagement and fundraising in the future. Sponsorship could be tied to a promotional give-away at each event. The Commission will revisit sponsorship ideas when they debrief the 2017 concert series, in preparation for the 2017-18 series.

4. CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2017-18

Commissioner Dhugga led a second discussion for the Tracy Arts Commission to consider developing new programming designed to appeal to youth (age 12+) audiences, and to collaborate with youth groups (through the schools), in 2017-18.

Commissioner Dhugga supported the idea of collaborating with the Youth Advisory Commission, and offered to attend a future YAC meeting to present the concept of the programming. She stated the TAC is the proper community group to lead this project. Commissioners agreed that reaching out to the YAC was a good idea and she should move forward with contacting them.

Commissioner Poole briefed the group on the Festival of Cultures held at Kimball High School on February 3rd.

Commissioner Fuller suggested the option of tabling discussion on this item until after Music in the Park was completed this year. Commissioners discussed this option but felt comfortable keeping the potential new programming as an active discussion item in order to keep the conversation going.

5. CORRESPONDENCE

Resignation Letter from Lon Swanson

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

CAM Wilson scheduled a Special Events Subcommittee meeting on March 14th at 6 pm. He requested updates to the TAC Roster and noted the need for an agenda item at the March 14th meeting to appoint a Commissioner to serve the Civic Art Subcommittee in response to the current vacancy.

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:38 p.m.

The above agenda was posted at the Tracy City Hall on February 5th, 2017. 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
March 14, 2017**

AGENDA ITEM 7.a.

REQUEST

**REVIEW AND APPROVE BUDGET SUBCOMMITTEE RECOMMENDATIONS FOR 2017
SUMMER PROGRAMMING**

DISCUSSION

The Budget Subcommittee met on February 14th to discuss and provide recommendations for the remainder of FY17. The following expenditures are submitted for TAC review and approval:

Fiscal Year 2016-17 begins July 1st, 2016 and ends June 30th, 2017

TAC Programming February 2017 Est. Account Balance: \$4,000

TAC Programming	FY2017 est. expenditures
Civic Art Program Management/Admin	\$100
- RFQ/RFP Development & Distribution	** Utility Boxes RFP
- Artist Files & Correspondence	
- Events, Marketing & Promotions	
- Collection Database Software	
 City Art Collection Maintenance	 \$1,300
- Cleaning	** 2 Bronze Sculptures Cleaning/Waxing
- Framing/Re-framing	
- Hardware	
- Signage/Signage Replacement	
- Contractor/Specialty Work	
 City Art Collection Acquisitions:	 \$0
- Exhibitions Program	
- Tracy Art League – Expressions!	
- Proposal, Exchange, Loan, Gift	
 Music in the Park – Concerts	 \$2,600
- Talent Fees	(\$1,000 for June 29 th Concert performer)
- Tech Support	(\$300 for Audio Services)
- Marketing & Promotions	(\$850 for flyers & advertising)
- Hospitality	(\$100 for performers & collaborators)
- Permits/Misc. Supplies	(\$350 for insurance & 3 pop-up canopies)
	** split cost with Arts Education Program
 Downtown Tracy Artwalks	 \$0
	- Artwalks begin in July 2017
 Total	 \$4,000

FISCAL IMPACT

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

RECOMMENDATION

Review and Approval Budget Subcommittee Recommendations for 2017 Summer 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
March 14, 2017**

AGENDA ITEM 8.a.

REQUEST

CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

DISCUSSION

The Tracy Arts Commission reviewed and approved recommendations for upcoming 2017 programming at the September 2016 meeting. The Emerging Artists Series and the Music in the Park Series will return, with significant changes planned for the summer concerts. Commissioners have requested an on-going discussion item to refine the operational management of the recommendations, including budget and event dates.

Emerging Artists

- 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

- continue concert series in June and July at Lincoln Park (and other locations) on select Thursdays at 7 pm, and at the Downtown Tracy Artwalk (Friday, August 11th)
- 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

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of 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

**CITY OF TRACY
TRACY ARTS COMMISSION MEETING
March 14, 2017**

AGENDA ITEM 8.b.

REQUEST

CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2017-18

DISCUSSION

In January Commissioner Dhugga led a discussion for the Tracy Arts Commission to consider developing new programming designed to appeal to youth audiences, and to collaborate with youth groups, in 2017-18. As the Commission voiced interest and support in exploring such programming, it has been requested as an on-going agenda item for continued discussion.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of New Youth Programming for 2017-18

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II