

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

POSTED: April 7th, 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 & Tracy Press 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 February 9, 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 – SPECIAL EVENTS SUBCOMMITTEE
SPECIAL MEETING MINUTES
March 14, 2017, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Staff called the Meeting to order at 6:02 p.m.

Roll call found Commissioners Dhugga, Fuller and Sandhu present. Commissioner Poole as 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. REVIEW AND RECOMMEND PERFORMERS FOR THE 2017 MUSIC IN THE PARK SUMMER CONCERT SERIES

CAM Wilson led the Subcommittee in a review of submissions by performers interested in being featured at the upcoming Music in the Park series. 10 proposals were received by the March 1st deadline, which included audio/video samples and contact information. The following acts were reviewed:

Purple Haze Tribute to Jimi Hendrix	Classic Rock	Vallejo, CA
AXIS	70's/80's Arena Rock Tribute	Martinez, CA
Blues Mechanix	Up-Tempo Blues Dance	Lodi/Stockton, CA
One Night Stand	50's to present Dance/PartyMusic	Tracy/Livermore, CA
Ricardo Lemvo & Makina Loca	Cuban Salsa, Rumba & Kizomba	Glendale, CA
Party Monsters	Dance/Party Music	Pinole, CA
Southern Drawl Band	Country/Bluegrass Southern Rock	Knoxville, TN
Central Latino AllStar Band	Banda/Cumbia Merengue/Salsa Old School/Motown	Central Valley, CA
Frobeck	Funk Rock	Petaluma/Sebastopol, CA
On Air	Classic Rock with Power Horns	Sacramento, CA

The SES recommended Central Latino AllStar Band, Southern Drawl Band, AXIS and One Night Stand to perform. The SES also recommended Party Monsters and a TBD country act as alternates in the event that any of the four are unable to perform or beyond the budget of the events. CAD Staff will seek to identify a suitable country act as needed.

These recommendations will be presented to the Tracy Arts Commission for review and approval at the meeting on April 11th, 2017

3. ADJOURNMENT

Time: 6:44 p.m.

The above agenda was posted at the Tracy City Hall on March 9, 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.

TRACY ARTS COMMISSION
MEETING MINUTES
March 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. APPOINTMENT OF COMMISSIONER TO SERVE THE CIVIC ART SUBCOMMITTEE IN 2017

ACTION Commissioner Borges-Soto was appointed to temporarily fill the vacancy.

3. APPROVAL OF MINUTES FROM THE SPECIAL MEETING OF THE BUDGET SUBCOMMITTEE ON FEBRUARY 14th, 2017

ACTION CAM Wilson pulled item due to clerical error in the agenda packets.

4. APPROVAL OF MINUTES FROM THE MEETING ON FEBRUARY 14th, 2017

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

5. REVIEW AND APPROVE BUDGET SUBCOMMITTEE RECOMMENDATIONS FOR 2017 SUMMER PROGRAMMING

The Budget Subcommittee presented the following recommendations:

Civic Art Program Management/Admin	\$100
- RFQ/RFP Development & Distribution	** Utility Boxes RFP
City Art Collection Maintenance	\$1,300
- Cleaning	** 2 Bronze Sculptures Cleaning/Waxing
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 & Tracy Press advertising)
- Hospitality	(\$100 for performers & collaborators)
- Permits/Misc. Supplies	(\$350 for insurance & 3 pop-up canopies)
	**split cost with Arts Education Program

Total Remaining FY2016-17 Expenditures \$4,000

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

6. 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:
 - 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)
- 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

Commissioner Fuller stated she spoke with Tracy Crime Stoppers and Sewing for Vets about participation.

Commissioner Poole stated she spoke with Southside Community Organization and Animal Rescue of Tracy about participation.

Commissioner Borges-Soto stated she spoke with Pink Turtle Ice Cream and the West Side Pioneers Association – Tracy Historical Museum about participation.

Commissioner Dhugga stated she spoke Aldo's Gelato, Altamont AC, Arch Dental and Women Working with Other Women about participation.

Commissioner Jones stated she spoke with Tracy Friends of the Library and Sister City Association of Tracy about participation.

CAM Wilson informed the Commission that he had also spoken with the Tracy Art League and Tracy Camera Club about programming changes and participation.

Commissioner Poole provided photos of Cecliani and MacDonald Park for comparison. Commissioners agreed they would like to pursue Cecliani as the preferred venue for the concert on Thursday, July 13th. CAM Wilson will consult with Public Works to determine if the mobile stage can be positioned near power access and the restrooms.

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

Commissioner Dhugga informed the Commission that she will attend the Youth Advisory Commission meeting on April 12th.

8. CORRESPONDENCE

None

9. ITEMS FROM THE COMMISSION

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

10. ITEMS FROM STAFF

CAM Wilson advised he would create and distribute interest forms to the Commission for community organizations, business and vendors to identify their interest in participating in Music in the Park. In addition he will create and distribute promotions for the upcoming Emerging Artist Auditions scheduled on April 29th and May 6th.

11. ITEMS FROM THE AUDIENCE

None

12. ADJOURNMENT

ACTION The meeting was adjourned at 8:11 p.m.

The above agenda was posted at the Tracy City Hall on March 9th, 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
April 11, 2017**

AGENDA ITEM 9.a.

REQUEST

REVIEW AND APPROVE SPECIAL EVENTS SUBCOMMITTEE RECOMMENDATIONS FOR 2017 MUSIC IN THE PARK SUMMER CONCERT SERIES PERFORMERS

DISCUSSION

The Tracy Arts Commission actively seeks to present diverse performers in a variety of musical genre. Cultural Arts Division Staff issued a Call For Performers with a deadline of March 1st, 2017 in consideration of performance opportunities at the upcoming Music in the Park series on June 29, July 13, July 27 and August 11.

10 packets including audio/video samples and contact information were received. The Special Events Subcommittee met on March 14th, reviewed the submissions and selected the following acts to featured:

AXIS	70's/80's Arena Rock Tribute	Martinez, CA
Central Latino AllStar Band	Banda/Cumbia Merengue/Salsa Old School/Motown	Central Valley, CA
One Night Stand	50's to present Dance/Party Music	Tracy/Livermore, CA
Southern Drawl Band	Country/Bluegrass Southern Rock	Knoxville, TN

These acts were selected as alternates:

Party Monsters	Dance/Party Music	Pinole, CA
TBD	Country	

Upon approval, CAD Staff will work to negotiate fees and schedule approved acts.

FISCAL IMPACT

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

RECOMMENDATION

Review and Approval Special Events Subcommittee Recommendations for 2017 Music in the Park
Summer Concert Series Performers

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
April 11, 2017

AGENDA ITEM 10.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
April 11, 2017**

AGENDA ITEM 10.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