

# 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, May 9, 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. Approval of Minutes from the Meeting of April 11<sup>th</sup>, 2017
5. Old Business
  - A. Continue Discussion of 2017 Summer Programming Recommendations
  - B. Continue Discussion of New Youth Programming for 2017-18
6. Correspondence
7. Items from the Commission
8. Items from Staff
9. Items from the Audience
10. Adjournment

**POSTED: May 5th, 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  
MEETING MINUTES  
April 11, 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, Poole, Sandhu and Tillman present. Commissioner Jones 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. INTRODUCTION OF NEW COMMISSIONER

Commissioner Tillman introduced himself to the group providing an overview of his background working in the events industry and experience with community service. Commissioner Fuller offered to meet with Commissioner Tillman in order to provide orientation of current Commission business and programming.

3. APPOINTMENT OF COMMISSIONER TO SERVE THE CIVIC ART SUBCOMMITTEE IN 2017

**ACTION** Commissioner Tillman was appointed to fill the vacancy. Commissioner Borges-Soto will serve as an alternate.

4. APPROVAL OF MINUTES FROM THE SPECIAL MEETING OF THE BUDGET SUBCOMMITTEE ON FEBRUARY 14<sup>th</sup>, 2017

**ACTION** Motion by Commissioner Poole, seconded by Commissioner Sandhu to approve the minutes as submitted. Voice vote found all in favor; motion carried 5:0

5. APPROVAL OF MINUTES FROM THE SPECIAL MEETING OF THE SPECIAL EVENTS SUBCOMMITTEE ON MARCH 14<sup>th</sup>, 2017

**ACTION** Motion by Commissioner Borges-Sote, seconded by Commissioner Dhugga to approve the minutes as submitted. Voice vote found all in favor; motion carried 5:0

6. APPROVAL OF MINUTES FROM THE MEETING ON MARCH 14<sup>th</sup>, 2017

**ACTION** Motion by Commissioner Poole, seconded by Commissioner Dhugga to approve the minutes as submitted. Voice vote found all in favor; motion carried 5:0.

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

The Special Events Subcommittee met on March 14<sup>th</sup> and reviewed 10 promotional packets from acts seeking to perform at the upcoming summer concert series. The SES presented the following recommendations, identifying four featured acts and two alternate acts:

Featured:

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

Alternates:

Party Monsters	Dance/Party Music	Pinole, CA
TBD	Country Act	

**ACTION**

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

8. 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 29<sup>th</sup> – Lincoln Park
  - Thursday, July 13<sup>th</sup> – MacDonald Park
  - Thursday, July 27<sup>th</sup> – Dr. Powers Park
  - Friday, August 11<sup>th</sup> – 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 Tillman offered to communicate with Tracy Real Estate who inquired about collaborating with City programming.

Commissioners agreed to utilize MacDonald Park for the July 13<sup>th</sup> concert.

Commissioners agreed to continue to network in the community in order to increase the participation for upcoming Emerging Artists auditions on April 29<sup>th</sup> and May 6<sup>th</sup>.

Commissioner Fuller stated she would work with the Tracy Press in ensure that Emerging Artist auditions and the summer concerts would be listed in the TP Datebook.

CAM Wilson informed Commissioners to return interest form to Staff by Monday, May 8<sup>th</sup> so that they can be reviewed and discussed at the meeting on May 9<sup>th</sup>.

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

Commissioner Dhugga informed the Commission that she has a presentation item on the Youth Advisory Commission agenda for the meeting on April 12<sup>th</sup>. She will report back the TAC at the meeting on May 9<sup>th</sup>.

10. CORRESPONDENCE

None

11. ITEMS FROM THE COMMISSION

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

12. ITEMS FROM STAFF

CAM Wilson reminded Commissioners about the City Volunteer Recognition Event on April 24<sup>th</sup> at City Hall.

13. ITEMS FROM THE AUDIENCE

None

14. ADJOURNMENT

**ACTION** The meeting was adjourned at 7:52 p.m.

Tracy Arts Commission Meeting Minutes

April 11, 2017

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The above agenda was posted at the Tracy City Hall on March 9<sup>th</sup>, 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  
May 9, 2017**

**AGENDA ITEM 5.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  
May 9, 2017**

**AGENDA ITEM 5.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