

TRACY ARTS COMMISSION
SPECIAL MEETING MINUTES
AUGUST 22, 2017, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:04 p.m.

Roll call found Commissioners Borges-Soto, Dhugga, Fuller, Jones, 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. APPROVAL OF MINUTES FROM THE MEETING ON July 11th, 2017

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

3. CONTINUE DISCUSSION OF 2017 SUMMER PROGRAMMING RECOMMENDATIONS

Commissioners continued discussion concerning the Emerging Artists Series and the Music in the Park – Summer Concert Series. Commissioners shared observations and feedback from across the four events.

Commissioner Borges-Soto was disappointed the concerts were not listed on the City website. CAM Wilson explained he requested the Tracy Arts Commission page on the City website include a link to the Music in the Park special events page on the Grand website, but that the edit was not made for unknown reasons. Commissioner Borges-Soto reported mixed feedback on the venue changes, but that she very much supported it and particularly enjoyed the final concert in conjunction with the Downtown Tracy Artwalk.

Commissioner Tillman also supported the venue rotation and stated he received positive feedback from the community. He added that he would like to see the series spread to other parks, as well as the addition of more community groups, a shade structure at the Downtown Park Plaza for the bands, and the sale of alcohol. Commission Tillman also stated that the bands were good given the budget available.

Commissioner Poole not only liked the different parks, but also the different audiences at each. She raised concern over the lack of stage lights at the first concert at Lincoln Park, and that CAM Wilson explained there was a technical problem, but that it was corrected and lights were provided by Trinity Productions at the other three events. Commissioner Poole suggested that the stage should be positioned differently at future events at McDonald Park.

Commissioner Sandhu voiced support for the venue changes, but noted the sunlight is still difficult for the band and audience at Lincoln Park.

Commissioner Fuller liked the different parks but heard mixed reactions from the public. She felt the Downtown Park Plaza concert was great and the Commission should consider moving the concerts to Friday evenings in the future. She noted disappointment in the lack of Channel 26's broadcast of the events. CAM Wilson explained that Channel 26 was requested through the City's permit application process, but that they can opt not to participate. Commissioner Fuller added that the addition of community groups and businesses to the concerts was positive and that they enjoyed the events.

Commissioner Dhugga also felt it was a good idea to change the park venues, noting she met new audiences and discovered more diversity in the community. She stated she received several comments regarding the Emerging Artists. While audiences were respectful of their singing of The National Anthem, they were not as supportive of the intermission performances, which resulted in the loss of audience members. Commissioner Dhugga explained she made an effort to walk and talk to the public and relayed their feedback including the need for more food and the support of Thursday evening events. She also suggested the need to improve the Emcee's role in the events, including more interaction with the community groups.

CAM Wilson congratulated the Commission, as the effort to improve the events and create new interest in the community was successful. He relayed the bands were happy to participate in the series and noted that the series ran smoother, with fewer technical challenges than in recent years citing the excellent job that Trinity Productions did, with the support of the City Staff. CAM Wilson agreed the Emcee role is important and that the Commission should consider a more formal approach to serving as host to the events. In addition, he acknowledged that the invited hospitality vendors had competition with other roving vendors in the parks, suggesting the hospitality could be better integrated into the future events. CAM Wilson closed the discussion informing the Commission that he was working with Staff to seek additional funding for the summer programming. He explained that Cultural Arts Division Staff no longer have the resources to support the programming as in years past, and that the Commission would be better served to improve the programming by working with a professional event planner who would be responsible for event design, talent and technical services. He envisioned an RFP could be issued in the fall with the goal of bringing the contractor on board in February of next year to begin the planning process.

The Commission requested a new agenda item at the meeting in September to begin discussion of summer 2018 programming.

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

Commissioner Dhugga announced that the Youth Advisory Commission maybe working on a similar project. She suggested the need to re-connect with them by attending an upcoming meeting. Commissioners voiced their support of her effort to do so.

5. CORRESPONDENCE

None

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 provided Commissioners with an update regarding the development of the Tracy Animal Shelter with information from Lani Smith, PD Division Manager.

8. ITEMS FROM THE AUDIENCE

None

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:12 p.m.

The above agenda was posted at the Tracy City Hall on July 27th, 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.