

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, January 9, 2018, 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. Subcommittee Appointments for 2018
5. Approval of Minutes from the Regular Meeting of December 12th, 2017
6. Old Business
 - A. Continue Discussion of 2018 Summer Programming
 - B. Continue Discussion of New Youth Programming for 2017-18
7. Correspondence
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: January 4th, 2018

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
December 12, 2017, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:05 p.m.

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

Commissioner Bordes introduced himself noting his prior service to the Tracy Arts Commission in 2003-07. Mr. Bordes moved back to Tracy in 2016 and works professionally in the arts, entertainment and food industries.

3. APPROVAL OF MINUTES FROM THE MEETING ON OCTOBER 10th, 2017

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

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

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

5. REQUEST FOR AGENDA ITEM TO DISCUSS TRACY HARVEST FESTIVAL

With Commissioner Tillman absent, this item was tabled.

6. CONTINUE DISCUSSION OF 2018 SUMMER PROGRAMMING

CAM Wilson advised the Commission the request for an appropriation of \$13,000 in support of further development of the Music in the Park – Summer Concert Series programming is anticipated to be on the January 16th, 2018 City Council agenda. Commissioner Dhugga encouraged Commissioners to attend. CAM Wilson asked Commissioners to bring their calendars to the meeting on January 9th, 2018 in order to select tentative event dates for the summer concerts.

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

Commissioner Dhugga informed the Commission she is attending the Youth Advisory Commission (YAC) meeting on Wednesday, December 13th as an audience member, and will request a future agenda item to continue discussion with the YAC. She encouraged Commissioners to bring ideas for new youth programming for group discussion at the meeting on January 9th, 2018.

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

None

11. ITEMS FROM THE AUDIENCE

Maxine Lees from Tracy, CA stated the TAC is very events driven and offers several successful one-offs. Ms. Lees encouraged the TAC to consider additional efforts to create more and new experiences for Tracy and visitors to Tracy. She asked how the Commission radiates culture on-going, how events are promoted, and if there was interest in a having a map of the arts for Tracy that public could use.

CAM Wilson responded all TAC events are marketed through both print and electronic promotions, and that Commissioners are encouraged to promote their events as community ambassadors. CAM Wilson also explained the idea for a Civic Art Map, which could include other cultural resources such as the Library and Historical Museum had been previously discussed and was supported by the TAC. He anticipates this project will be active in 2018 as there are new amenities in the community that can be included making such a guide more valuable.

Commissioner Bordes offered to help the Commission in the effort to be more active on and effectively use social media. Commissioners thanked Ms. Lees for her continued interest and support of the TAC.

12. ADJOURNMENT

ACTION The meeting was adjourned at 7:41 p.m.

The above agenda was posted at the Tracy City Hall on December 7th, 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
January 9, 2018**

AGENDA ITEM 6.a.

REQUEST

CONTINUE DISCUSSION OF SUMMER 2018 PROGRAMMING

DISCUSSION

The Tracy Arts Commission (TAC) worked to re-design the Emerging Artists Series and the Music in the Park – Summer Concert Series in 2017. A series of better quality events including youth singers, regional musical acts, community organizations, businesses and hospitality vendors at four different park locations was presented. In addition the TAC made a stronger effort to market the events by networking with citizens at/near the park venues, as well as utilizing social media. The results of these efforts included a significant improvement in the interest and support of the programming by the community-at-large with increased audience participation and positive feedback.

At the Special Meeting of August 22nd, Commissioners and Staff shared feedback and observations from the four concerts, valuable to the event planning for summer programming in 2018. CAM Wilson advised the Commission that City Staff was working to better support the programming forward by seeking additional funding, which would be used to hire a professional event planner.

At the Regular Meeting of September 12th CAM Wilson and Commissioners began a discussion in preparation for summer programming in 2018. City Staff is working to draft and issue a Request For Proposals (RFP) to identify a consultant to provide event coordination services in collaboration with the TAC and Staff. It is envisioned that the consultant's role may include event design, marketing distribution, talent recruitment and contracts, audio/visual technical services, community organization recruitment and participation, and audience interaction/activities. The TAC needs to schedule tentative event dates that will be included in the RFP, as well as continue discussion of the consultant's role and programming goals.

FISCAL IMPACT

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

RECOMMENDATION

Continue Discussion of Summer 2018 Programming

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II

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AGENDA ITEM 6.b.

REQUEST

CONTINUE DISCUSSION OF NEW YOUTH PROGRAMMING FOR 2017-18

DISCUSSION

In January of 2017 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

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