

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, February 13, 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. Approval of Minutes from the Regular Meeting of January 9th, 2018
5. Old Business
 - A. Continue Discussion of 2018 Summer Programming
 - 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: February 9th, 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
January 9, 2018, 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, and Poole present.
Commissioners Sandhu 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. SUBCOMMITTEE APPOINTMENTS FOR 2018

ACTION

Commissioners Borges-Soto and Fuller will serve the Budget Subcommittee, with Commissioner Bordes as an alternate. Commissioners Borges-Soto, Dhugga and Poole will serve the Civic Art Subcommittee, with Commissioner Sandhu as an alternate. Commissioners Bordes, Fuller and Sandhu will serve the Special Events Subcommittee, with Commissioner Poole as an alternate.

3. APPROVAL OF MINUTES FROM THE MEETING ON DECEMBER 12th, 2017

ACTION

Motion by Commissioner Borges-Soto, seconded by Commissioner Fuller to approve the minutes as amended. Voice vote found all in favor; motion carried 5:0.

4. 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 will be executed through a budget transfer in the City Manager's Office. CAM Wilson advised the Request For Proposals (RFP) is in development and being reviewed by City Staff. The RFP will be made available to the TAC when approved, and it is anticipated proposals can be reviewed at a Special Meeting in February or at the Regular Meeting in March.

Commissioners continued discussion of the consultant's role and agreed they should attend all Regular and Subcommittee Meetings as needed. Commissioner Dhugga stated she preferred the talent to be reviewed and approved by the full-Commission. Commission Bordes stated he preferred that the Special Events Subcommittee (SES) retain the review and recommend process previously used by the TAC. CAM Wilson advised it would be more efficient for the consultant to meet with the SES initially, but that the TAC will retain review and approval process, as well as be engaged with the overall vision and planning of the events throughout. Commissioners agreed to keep discussions about the overall development of programming at the Commission-level,

and that the Special Events Subcommittee still needs to be able to review talent and make recommendations to the full body.

Commissioner Bordes then addressed event locations, marketing, and the goal of the programming. He suggested the Block Party events are popular concerts and social events, while the TAC summer concerts can be more about exposure to the arts as it relates to education, culture and the community. Commissioners agreed that this is what makes the TAC programming special and relevant, and this messaging should be reflected in the event design and marketing. In response, Commissioner Fuller suggested a name change to "Music & Picnic in the Park 2018." The Commission and CAM Wilson agreed this was an excellent change, and it should appear in all new promotions. Commissioners agreed there needs to be a better effort to utilize social media and that the event series needs to be on the City of Tracy website.

Commissioners agreed they should continue their effort to invite community groups and businesses to participate as a guest at each event.

Commissioners agreed the consultant should provide a hospitality vendor at each event, with carts and trailers being appropriate at park venues and a food truck appropriate for the Downtown Park Plaza venue. Commissioners also discussed the idea to collaborate with local restaurants that could provide order-ahead take-out, but acknowledged this might require business-staff or Commissioners to manage on-site distribution/pick-up.

Commissioners agreed the talent needs to draw larger crowds and that the consultant should provide three talent options in each of the following genre:

1. Open / Consultant's Choice
2. Country / Americana
3. Cover / Dance / Party
4. Arena Rock / Classic Rock / Rock
5. Big Band / Jazz / Swing
6. Latin

Commissioners agreed to the following tentative dates, times and event locations:

1. Thursday, July 12, 7 to 9 pm, Lincoln Park
2. Thursday, July 19, 7 to 9 pm, Lincoln Park
3. Thursday, July 26, 7 to 9 pm, MacDonald Park
4. Friday, August 3, 6 to 8:30 pm, Downtown Park Plaza

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

Commissioner Dhugga stated this new programming, targeting 13 to 17 year old children in middle and high school, would still be valuable to the community, but that she is unsure how to effectively proceed. Commissioner Fuller suggested suspending discussion until after the summer programming was completed. Commissioner Dhugga suggested the formation of an ad-hoc subcommittee to carry the project forward, but with a specific task to create an event outline that could be presented to the TAC for review and approval. Commissioners acknowledged the TAC will not be able to develop and offer new youth programming in 2018, and that collaboration with the Youth Advisory

Commission (YAC) is preferred. CAM Wilson advised that he will consult with the City Attorney's Office regarding the formation of such a subcommittee. Commissioner's Dhugga and Bordes will continue to work on the project in the interim.

6. CORRESPONDENCE

None

7. ITEMS FROM THE COMMISSION

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

8. ITEMS FROM STAFF

None

9. ITEMS FROM THE AUDIENCE

Maxine Lees from Tracy, CA stated that she appreciated Commissioner Bordes's comments regarding discussion of 2018 summer programming. She inquired if Commissioners could attend the Block Party events at the Downtown Park Plaza to market the summer concerts.

CAM Wilson responded that Commissioners could do so, as well as attend other community events to network or distribute promotional materials in support of their programming. Commissioners thanked Ms. Lees for her interest and support.

10. ADJOURNMENT

ACTION The meeting was adjourned at 8:47 p.m.

The above agenda was posted at the Tracy City Hall on January 4th, 2018. 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
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AGENDA ITEM 5.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, 2017 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, 2017 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 has scheduled tentative event dates that will be included in the RFP, and is continuing 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 5.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

Approved By: Kim Scarlata, Division Manager II