

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, October 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. Approval of Minutes from the Regular Meeting of September 11, 2018
5. Approval of Minutes from the Special Meeting of September 27, 2018
6. New Business
 - A. Receive Ad Hoc Youth Programming Subcommittee Update
 - B. Discussion of 2019 Programming
7. Correspondence
8. Items from the Commission
9. Items from Staff
10. Items from the Audience
11. Adjournment

POSTED: October 5, 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
September 11, 2018, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:01 p.m.

Roll call found Commissioners Bordes, Borges-Soto, Dhugga, Fuller, Lees, 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. APPROVAL OF MINUTES FROM THE MEETING ON JULY 10, 2018

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

3. CONTINUE DISCUSSION OF SUMMER 2018 PROGRAMMING

CAM Wilson advised the purpose of the discussion this evening was for Commissioners to share feedback concerning the 2018 Music & Picnic in the Park – Summer Concert Series. He also advised Staff feedback would be reserved for a later meeting as needed.

Commissioners took turns voicing observations and feedback from the event series.

Positive feedback included:

- featured acts were talented and performed with a great sense of professionalism
- introduction of restaurant food to the events
- Lincoln Park and the Downtown Park Plaza are the best venues for outdoor concerts
- Trinity Productions provided high quality technical services

Critical feedback included:

- concern with splitting audiences with other City events
- poor air quality due to regional fires emitting smoke into the area
- public confusion between the Downtown Block Parties and TAC events
- attendance was inconsistent across the series and poor at the last two events
- talent recruitment needs be more timely and diverse
- concerts should no longer move from park venue to park venue
- event days/times may be difficult for commuters and students to attend

Commissioners continued discussion and questioned the relevance of the concert series in relationship to the mission and values of the Tracy Arts Commission.

Commissioner Dhugga stated this programming was not successful in terms of return-on-investment over the past five years, and suggested the TAC replace the event series and use the resources to create something new and exciting that would be different than the Block Parties. She felt that TAC programming had to hit a mark of attendance in order to gauge success.

Commissioner Lees stated the TAC originally provided programming when no one else did, but that the City has changed as a community city. She no longer supports the summer concerts and suggested that new programming on different days, at different times, and with different target audiences, should be considered.

Commissioner Bordes voiced support for new events that featured local arts and youth that would expose the community to arts in new ways. He suggested weekend arts events, not just music. He also supported ending the summer concert series and instead focusing on one big interdisciplinary event. Commissioner Borders also felt attendance should not be the only measure of success, but rather the ability to educate and expose audiences to the arts.

Commissioner Poole supported the idea of target audiences, suggesting a new combination of music with local performers. She also suggested the inclusion of alcohol and a new Oktoberfest event could be popular.

Commissioners Borges-Soto and Fuller stated they did not want to end the summer concerts, but rather felt it would be better to build from them.

Commissioners agreed to immediately begin a new development process and, at Commissioner Dhugga's request, to bring one-to-three ideas for programming to the meeting on October 9. Commissioners requested a new and standing agenda item to do so, and voiced support for working meetings. Goals are to include a better understanding of the mission and role of the TAC in the community and the development of more meaningful programming in 2019.

4. CORRESPONDENCE

None

5. ITEMS FROM THE COMMISSION

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

6. ITEMS FROM STAFF

CAM Wilson provided an update for the upcoming, final Downtown Tracy Artwalk of the summer on Saturday, September 22. A meeting of the Ad Hoc Youth Programming Subcommittee was scheduled for Thursday, September 27 at 7:00 p.m. A meeting of the Civic Art Subcommittee was scheduled for Tuesday, October 9 at 6:00 p.m.

7. ITEMS FROM THE AUDIENCE

None.

8. ADJOURNMENT

ACTION The meeting was adjourned at 8:32 p.m.

The above agenda was posted at the Tracy City Hall on September 6, 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.

TRACY ARTS COMMISSION – AD HOC YOUTH PROGRAMMING SUBCOMMITTEE
SPECIAL MEETING MINUTES
September 27, 2018, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

The meeting was called to order at 7:16 p.m.

Roll call found Commissioners Bordes and Dhugga present. Commissioner Poole 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. DISCUSS YOUTH PROGRAMMING RECOMMENDATIONS

Commissioners continued discussion in consideration of ideas to develop a future youth arts festival. Commissioner Dhugga reviewed ideas and topics the Ad Hoc Youth Programming Subcommittee (AHYPS) has been discussing since April.

Commissioners voiced support for an event that would collaborate with youth groups empowering them to design and participant in components, with event management by the Tracy Arts Commission (TAC). The festival should feature a variety of local acts including art, DJs, live music, spoken word and poetry, makers, and food that are appealing to youth. The event would target youth ages 13 to 17, but be family-friendly.

Commissioners are still evaluating the time of year that would be optimal, but agreed an after school or all-day event on a Friday or Saturday would be most appealing to youth. Venues still in consideration include Lincoln Park and downtown Tracy.

Commissioners inquired if there were any available dates at the Grand Theatre Center for the Arts between March and May of 2019. CAM Wilson advised he would consult with Staff to determine any such availability.

Commissioners agreed the funding for the event, in the form of sponsorships, should come from local business that identify youth as a target market, and/or support youth arts programming. These businesses could also participate in the festival, or provide an event component such as food, beverages, or an attraction.

Commissioners agreed a youth arts festival would support of ideas expressed at the Tracy Arts Commission meeting on September 11, 2018, in regards to developing new programming in 2019. Commissioner Dhugga stated she would contact the Staff Liaison to request an agenda item at and upcoming Youth Advisory Commission (YAC) meeting.

CAM Wilson suggested a discussion with the YAC and survey distribution could be valuable. Commissioners agreed and supported a survey to identify event components such as favorite local/regional performers, or an act to headline the festival.

Commissioners requested an agenda item to provide a project update to the TAC at the meeting on October 9. The next meeting of the Ad Hoc Youth Programming Subcommittee was scheduled for Thursday, November 1 at 6:00 p.m.

3. ADJOURNMENT

ACTION The meeting was adjourned at 8:30 p.m.

The above agenda was posted at the Tracy City Hall on September 24, 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
October 9, 2018**

AGENDA ITEM 5.a.

REQUEST

RECEIVE AD HOC YOUTH PROGRAMMING SUBCOMMITTEE UPDATE

DISCUSSION

The Tracy Arts Commission (TAC) began discussion in January 2017 in consideration of new programming designed to appeal to youth audiences, and to collaborate with youth groups in the community. The TAC continued discussion voicing interest and supporting the on-going exploration of such programming through early 2018.

As a result, the TAC formed the Ad Hoc Youth Programming Subcommittee (AHYPS) at the Regular Meeting of March 13, 2018. The AHYPS is charged with the following: to continue research on the creation of new youth programming in the City of Tracy, to create an event outline, and to provide recommendations in effort to create a comprehensive vision for future programming.

The AHYPS met on September 27, 2018 and requested an agenda item at the TAC meeting on October 9 to provide a project update.

Commissioners Bordes, Dhugga and Poole will serve this Subcommittee through 2018, and recommendations will be presented to the TAC in early 2019.

FISCAL IMPACT

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

RECOMMENDATION

Receive Ad Hoc Youth Programming Subcommittee Update

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
October 9, 2018**

AGENDA ITEM 5.b.

REQUEST

DISCUSSION OF 2019 PROGRAMMING

DISCUSSION

The Tracy Arts Commission (TAC) met on September 11, 2018 to continue discussion of summer 2018 programming. Commissioners reported observations and feedback in effort to evaluate the success of the Music & Picnic in the Park – Summer Concert Series.

As a result, Commissioners agreed the event series did not meet its goals, is no longer relevant to the community, and to immediately begin a new development process in consideration of 2019 programming. The goals of this process are to provide Commissioners with a better understanding of the mission and role of the TAC in the community, and to develop new and more meaningful programming in 2019.

Commissioners agreed to begin discussion at the meeting of October 9 and maintain a standing agenda item forward in order to work on this project in a timely and effective manner.

FISCAL IMPACT

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

RECOMMENDATION

Discussion of 2019 Programming

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

Reviewed By: Kim Scarlata, Division Manager II

Approved By: Kim Scarlata, Division Manager II