

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 12, 2019, 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 Special Meeting of December 11, 2018
5. Approval of Minutes from the Regular Meeting of January 8, 2019
6. New Business
 - A. Review and Approve Ad Hoc Youth Programming Subcommittee Recommendations
7. Old Business
 - A. Continue Discussion of 2019 Programming
8. Correspondence
9. Items from the Commission
10. Items from Staff
11. Items from the Audience
12. Adjournment

POSTED: February 7, 2019

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 – AD HOC YOUTH PROGRAMMING SUBCOMMITTEE
SPECIAL MEETING MINUTES
December 11, 2018, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

The meeting was called to order at 6:07 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

The Ad Hoc Youth Programming Subcommittee (AHYPS) continued discussion in consideration of finalizing ideas to develop a future youth arts festival. Commissioners agreed the following goals are to be incorporated into their recommendations:

- Event name/logotype contest, marketed through local media and area high schools
- Options for scheduling and host venues
- Create multi-element/media-media event
- Include community-wide collaboration with representatives forming a Project Team
- Project Team to meet monthly
- Adopt as part of FY2019/20 package of new Tracy Arts Commission programming
- Feature headliner act with multiple local/support acts
- Include visual and performing arts
- Include food vendors
- Include community booths of interest to youth, or with youth as a target audience
- Include interactive components
- Utilize a social media marketing campaign

Commissioners finalized an event outline with details that will be presented to the Tracy Arts Commission for review and approval in February 2019.

3. ADJOURNMENT

ACTION The meeting was adjourned at 6:58 p.m.

The above agenda was posted at the Tracy City Hall on December 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
MEETING MINUTES
January 8, 2019, 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, 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. SUBCOMMITTEE APPOINTMENTS FOR 2019

ACTION Commissioners were appointed to serve the following Tracy Arts Commission (TAC) Subcommittees:

Budget: 2 Commissioners / 1 Year Term

1. Borges-Soto
2. Fuller

Alternate: Bordes

Civic Art: 3 Commissioners / 1 Year Term

1. Dhugga
2. Lees
3. Bordes

Alternate: Sandhu

Special Events: 3 Commissioners / 1 Year Term

1. Bordes
2. Fuller
3. Sandhu

Alternate: Borges-Soto

3. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON DECEMBER 11, 2018

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

4. REVIEW AND APPROVE 2019 PROGRAMMING RECOMMENDATIONS

Commissioners reviewed a list of programming recommendations generated from the past several months of discussion for calendar year 2019. Commissioners felt that all of the ideas suggested had merits and may be revisited in the future. With the goals of

creating new, small event series featuring and supporting the local creative community, as well as promoting civic art and downtown re-development, Commissioners agreed to develop the follow recommendations:

- Use participation in Downtown Tracy Arts Week, April 13th – 20th, as a re-introduction of the TAC in the community
- Sponsor and host event featuring poetry (in support of National Poetry Month) and live music during Downtown Tracy Arts Week at a pop-up event in downtown business or storefront
- Sponsor and host local/regional poet to present sidewalk poetry on Saturday, April 13th, during Downtown Tracy Arts Week
- Continue participation in the Downtown Tracy Artwalks
- Develop participatory role in the Downtown Tracy Mural Project through Civic Art
- Develop a new Granting Program to help support local artists and arts programming in the community
- Develop and/or support arts appreciation and arts-as-healing associated with Veteran's Day, Armed Forces Day, and veterans in the community
- Develop new youth programming

ACTION Motion by Commissioner Fuller, seconded by Commissioner Bordes to adopt these recommendations. Voice vote found all in favor; motion carried 5:0.

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

None.

8. ITEMS FROM THE AUDIENCE

None.

9. ADJOURNMENT

ACTION The meeting was adjourned at 8:52 p.m.

The above agenda was posted at the Tracy City Hall on January 3, 2019. 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
February 12, 2019

AGENDA ITEM 6.a.

REQUEST

**REVIEW AND APPROVE AD HOC YOUTH PROGRAMMING SUBCOMMITTEE
RECOMMENDATIONS**

DISCUSSION

The 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 Tracy Arts Commission (TAC) formed the Ad Hoc Youth Programming Subcommittee (AHYPS) at the Regular Meeting of March 13, 2018. The AHYPS was 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.

Commissioners Bordes, Dhugga and Poole served the AHYPS through 2018, concluding their tasks, and have developed recommendations for new programming designed to appeal to youth audiences, and to collaborate with youth groups in the community.

The AHYPS recommend the following:

1. TAC work to develop and present/co-present a new youth arts festival in Tracy, featuring visual and performing arts in a multi-element/multi-media presentation, as a sustainable event
2. Adopt as part of FY2019/20 package of new TAC programming; review total TAC budget, and estimate festival budget and fundraising goals
3. The festival's mission is to inspire and include Tracy youth in celebrating the arts by creating an environment that features art specifically catering to their taste, and showcases and shares youth talent.
4. Target audience is youth ages 13 – 17, middle and high school
5. Develop a contest to name the festival and create a logotype in collaboration with local high school teachers/classes, and marketed through local media and high schools
6. Seek feedback from youth participants in consideration of event being scheduled in the spring (April/May) or fall (October/November), on a Friday (after school) or Saturday
7. Seek downtown Tracy venue(s) such as Front St. Plaza, Civic Center Plaza, Community Center, Lincoln Park, and the Grand Theatre Center for the Arts

8. Seek collaborators including Youth Arts Commission, student organizations, arts educators, home school families, Boys & Girls Club, Tracy Make a Difference, local artists and arts organizations, teen church and youth groups, etc.
9. Form Project Team of leaders representing event collaborators; to meet monthly
10. Feature regional headliner musical act and local/regional supporting acts curated by youth in the community, with youth emcees.
11. Feature a variety of hospitality vendors including food trucks and local restaurants
12. Feature vendor booths from businesses and organizations that are of interest to youth, and/or cater to youth as a target audience
13. Feature interaction components such as unique photo opportunities, ball pits, collaborative murals, and contests.
14. Utilize social media as the primary marketing tool for event

FISCAL IMPACT

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

RECOMMENDATION

Review and Approve Ad Hoc Youth Programming Subcommittee

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
February 12, 2018**

AGENDA ITEM 7.a.

REQUEST

CONTINUE 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. In November, Commissioners confirmed participation in Downtown Tracy Arts Week, a celebration of Tracy's cultural offerings between April 13 and 20, 2019. In January, Commissioners approved recommendations for a package of new programming and creative community support for implementation in 2019.

FISCAL IMPACT

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

RECOMMENDATION

Continue 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