

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, March 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 Regular Meeting of February 12, 2019
5. Approval of Minutes from the Special Meeting of February 28, 2019
6. New Business
 - A. Review and Approve Budget Subcommittee Recommendations for 2019-20
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: March 8, 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
MEETING MINUTES
February 12, 2019, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:00 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. APPROVAL OF MINUTES FROM THE SPECIAL MEETING OF DECEMBER 11, 2018

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

3. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON JANUARY 8, 2018

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

4. REVIEW AND APPROVE AD HOC YOUTH PROGRAMMING SUBCOMMITTEE RECOMMENDATIONS

Commissioner Dhugga presented the following Ad Hoc Youth Programming Subcommittee (AHYPS) recommendations to the Commission:

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 Advisory 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

CAM Wilson explained that Staff would determine the need to have the new programming recommendations, as well as any subsequent fundraising and expenditures reviewed and approved by the City Manager or City Council.

ACTION

Motion by Commissioner Borges-Soto, seconded by Commissioner Fuller to adopt these recommendations. Voice vote found all in favor; motion carried 6:0.

5. CONTINUE DISCUSSION OF 2019 PROGRAMMING

Commissioner Borges-Soto reported that Patriots Supporting Tracy Warriors, a Tracy nonprofit run by military parents that supports families, military, and veterans groups, is interested in collaborating with the Tracy Arts Commission (TAC).

CAM Wilson presented a request from the property and business owners at 6th & Central for participation in Downtown Tracy Arts Week, April 13 – 20. A \$250 sponsorship for a musician/musical performance was supported by the Commission. The Commission requested that Staff report the date, time, and talent when available.

CAM Wilson advised that Magellan's Restaurant on 6th Street is interested in collaborating with the TAC to present an evening of Poetry and Jazz as part of Downtown Tracy Arts Week. Commissioners supported scheduling the event on Thursday, April 18 from 7 to 9 pm, featuring up to three poets and up to three musicians. Commissioners Lees and Bordes agreed to contact and meet with Mr. Magellan, to discuss and confirm details.

Commissioner Lees reported she attended a meeting with the Grand, Grand Foundation, and Tracy City Center Association to present the TAC components of Downtown Tracy Arts Week. She also attended a poetry workshop in Modesto and is networking with area poets to provide talent for Sidewalk Poetry on April 13, and Poetry and Jazz at Magellan's. Commissioners supported an interactive component to Sidewalk Poetry, and also felt the bookstore on 10th St. could be involved in featuring poetry books.

CAM Wilson advised he is working to schedule a Downtown Tracy Artwalk planning meeting between late March and mid-April, with Artwalk dates to be determined. He also explained the transition of the Downtown Tracy Mural Project into the Civic Art Program would commence with the re-painting of the Grand Theatre Center for the Arts, estimated to occur in the late summer of this year. At that time many of the existing temporary projects will be lost, and the TAC will be involved in the process to create new murals forward.

A meeting of the Budget Subcommittee (BS) was scheduled for February 28 at 6 pm. Commissioner Bordes requested that Staff report the past Re-Granting Program awards in consideration of developing funding for a new Granting Program in FY2019-20.

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

None.

10. ADJOURNMENT

ACTION The meeting was adjourned at 8:36 p.m.

The above agenda was posted at the Tracy City Hall on February 7, 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.

TRACY ARTS COMMISSION – BUDGET SUBCOMMITTEE
SPECIAL MEETING MINUTES
February 28, 2018, 6:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

The meeting was called to order at 6:05 p.m.

Roll call found Commissioners Borges-Soto and Fuller 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. DISCUSS TRACY ARTS COMMISSION 2019-20 BUDGET RECOMMENDATIONS

The Budget Subcommittee (BS) reviewed the 2019-20 budget with Staff in order to create recommendations in consideration of programming goals and projects commencing in 2019 and continuing into 2020. Staff advised the BS the the projected remainder of FY2019 funding was \$13,247, and the projected FY2019-20 funding would remain flat at \$10,500 with the possibility of additional support from the Cultural Arts Division budget to be determined. The BS agreed to set expenditures inside of these amounts, with the development of a new youth arts festival in 2020 needing \$10,000 minimum funding from fundraising efforts. The BS recommended the following:

| Programming/Project | FY2019 | FY2019-20 |
|--|----------------|---------------------------|
| Civic Art Program | \$1,000 min. | N/A |
| - Collection Promo Brochure | \$2,500 max. | |
| City Collection Maintenance | \$3,000 | N/A |
| - Bronze Cleaning/Waxing | | |
| City Art Collection Framing | \$1,500 | \$250 |
| Downtown Tracy Arts Week | itemized below | \$1,500 |
| - 6 th & Central Musician Sponsorship | \$250 | N/A |
| - Sidewalk Poetry Guest Artist(s) | \$150 | N/A |
| - Sidewalk Poetry Supplies | \$75 | N/A |
| - Poetry & Jazz Night Guest Artist(s) | \$375 | N/A |
| - Poetry & Jazz Night Musician(s) | \$500 | N/A |
| Downtown Tracy Artwalk | | |
| - Participant Hospitality (3x) | \$300 | \$600 (2 @ \$300 each) |
| - Event Components TBD | \$300 | \$1,500 |

| | | |
|---------------------------------------|---------------------|--------------------------------------|
| Downtown Tracy Mural Project | | |
| - Artist Fees (3x) | \$500 | \$1,000 (2 @ \$500 each) |
| - Misc. Supplies | \$100 | \$100 |
| Veterans Programming | \$1,000 | \$1,500 |
| - Arts Appreciation & Arts as Healing | | |
| Granting Program | | |
| - Grants | N/A | \$3,000 (2 @ \$1,000 each) |
| - Mini-Grants | N/A | \$1,000 (4 @ \$250 each) |
| Youth Arts Festival | N/A | \$10,000 min. fundraising project |
| - Advertising/Design/Marketing | N/A | \$TBD |
| - Insurance & Permits | N/A | \$TBD |
| - Hospitality | N/A | \$TBD |
| - Talent | N/A | \$TBD |
| - Tech Support | N/A | \$TBD |
| - Event Support | N/A | \$TBD |
| - Labor/Security | N/A | \$TBD |
| Total Estimated Expenditures | \$10,550 | \$10,450 |
| | \$2,697 contingency | \$50 contingency |
| | | \$10,000 unfunded |

BS recommendations will be presented at the regular meeting on Tuesday, March 12, 2019 for TAC review and approval.

3. ADJOURNMENT

ACTION The meeting was adjourned at 7:37 p.m.

The above agenda was posted at the Tracy City Hall on February 25, 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.

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|---------------------------------------|---------------------|-----------------------------------|
| Downtown Tracy Mural Project | | |
| - Artist Fees (3x) | \$500 | \$1,000 (2 @ \$500 each) |
| - Misc. Supplies | \$100 | \$100 |
| Veterans Programming | \$1,000 | \$1,500 |
| - Arts Appreciation & Arts as Healing | | |
| Granting Program | | |
| - Grants | N/A | \$3,000 (2 @ \$1,000 each) |
| - Mini-Grants | N/A | \$1,000 (4 @ \$250 each) |
| Youth Arts Festival | N/A | \$10,000 min. fundraising project |
| - Advertising/Design/Marketing | N/A | \$TBD |
| - Insurance & Permits | N/A | \$TBD |
| - Hospitality | N/A | \$TBD |
| - Talent | N/A | \$TBD |
| - Tech Support | N/A | \$TBD |
| - Event Support | N/A | \$TBD |
| - Labor/Security | N/A | \$TBD |
| | | |
| Total Estimated Expenditures | \$10,550 | \$10,450 |
| | \$2,697 contingency | \$50 contingency |
| | | \$10,000 unfunded |

FISCAL IMPACT

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

RECOMMENDATION

Review and Approve Budget Subcommittee Recommendations for 2019-20

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
March 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. In February, Commissioners approved recommendations from the Ad Hoc Youth Programming Subcommittee to create a new youth arts festival in 2020.

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