

TRACY ARTS COMMISSION
MEETING MINUTES
October 8, 2019, 7:00 p.m.

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Lees called the meeting to order at 7:02 p.m.

Roll call found Commissioners Bordes, Borges-Soto, Dhugga, Fuller, Lees, Sandhu and Taylor present.

Staff Present: William Wilson, Cultural Arts Manager – Visual Arts

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

1. ITEMS FROM THE AUDIENCE

The following attendees stated they were present to participate in the discussion for item 5.a.: Continue discussion of Youth Arts Festival Timeline and Stakeholders.

Susan Heinrich, 1220 Appalosa Way, Tracy
Karen Chiles, 1500 Cuneo Court, Tracy
Fran Demar, 1445 Sunrise Court, Tracy
Dawn Arbegard, 662 Darby Drive, Tracy
Linda Hennings, 1758 Ponderosa Drive, Tracy
Cynthia Reis, 1980 Thomas Dehaven Court, Tracy
Joy Cornish-Bowden, 2796 Daisy Lane, Tracy
Parum Gill, 8657 Ranch Road, Tracy

2. APPROVAL OF MINUTES FROM THE REGULAR MEETING ON SEPTEMBER 10, 2019

ACTION Motion by Commissioner Bordes, seconded by Commissioner Borges-Soto to approve the minutes as submitted. Voice vote found all in favor; motion carried 7:0.

3. CONTINUE DISCUSSION OF YOUTH ARTS FESTIVAL TIMELINE AND STAKEHOLDERS

Commissioner Dhugga provided an introduction to the project and overview of the approved Tracy Arts Commission (TAC) recommendations. Commissioner Taylor introduced herself as the moderator of the discussion. Commissioner Lees captured comments on the white board for reference throughout the discussion.

Commissioner Taylor asked the stakeholders present a series of questions in order to determine their interest and support, and to provide opportunity to offer suggestions outside of the TAC recommendations.

Q. Has a project like this been attempted by anyone?

Stakeholders could not identify any similar effort. The Grand Foundation's Student Film Festival, and past City and church events were cited as examples of others trying to offer teen programming.

Q. What do you think of this idea? Is this a worthy project?

Stakeholders agreed there is a definite need in the community for teen-specific activities and programming, and that the effort to identify what is appealing to youth is important. Project scope was discussed including branding, shared vision, stakeholder and participant feedback, and incentives for participation.

Q. What challenges do you foresee?

Stakeholders cited youth involvement in the planning and presentation of the event, in addition to communication with youth, local schools, and project leaders as significant challenges. Fundraising is needed and efforts could range from activities to sponsorships.

Q. How else can we get youth involved?

Stakeholders suggested communication with student organizations, use of surveys, teacher assigned participation for credit, and participation rewards such as public display and sale of art. The process to participate should be kept simple and easy to understand.

Q. How do we empower the youth to create and implement plans?

Stakeholders suggested empowering youth to create something and offer them public recognition as an important part of the process. Community service hours could be applied to working to produce a component or participate in the event. The event needs to "be cool" in the opinions of youth, with an atmosphere that is unique and creative in blending the arts together. It is important to remember the event should not be designed to serve the interests of adults.

Q. What event components do you envision?

Stakeholders offered several ideas for event components including hair and make-up activities, maker activities including fiber arts and rock painting, art contest, multiple stages/performance areas, battle of the bands, poetry slam, mural(s), and a faith component for church youth group participation.

Q. What does the event and/or your involvement look like to you?

Stakeholders felt that participation in the hundreds to a couple thousand would be realistic and successful. Success could be defined not only by attendance, but also by the desire to participate and support the event next year. Stakeholder involvement was

difficult to define at this point, with several participants citing the need to discuss the project with their affiliated groups and organizations.

Q. Who else should be involved?

Stakeholders suggested the TAC continue to pursue local performing arts groups and community organizations.

Q. Fundraising ideas?

Stakeholders suggested fundraising could be done in partnership with both small and large local businesses through events such as raffles, bowling night, or a pancake breakfast. Event sponsorships, booth rentals, and corporate donations were likely in support of such an event.

Commissioners and CAM Wilson thanked the audience for their participation. CAM Wilson explained the TAC will continue to explore potential project leaders and continue discussion at the meeting in November to determine next steps.

7. CORRESPONDENCE

None

8. ITEMS FROM THE COMMISSION

None.

9. ITEMS FROM STAFF

None

10. ITEMS FROM THE AUDIENCE

None

11. ADJOURNMENT

ACTION The meeting was adjourned at 8:27 p.m.

The above agenda was posted at the Tracy City Hall on October 4, 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.