Tempe

Minutes
Tardeada Advisory Board
September 8, 2008

Minutes of the TARDEADA ADVISORY BOARD held on Monday, September 8, 2008, 6:00 P.M., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:
JoLyn Arredondo-Gibbons, Chair
Joe Arredondo
Karen Arredondo
Rachel Arroyo
Normalicia Blanco
Cindy Espinoza
Narcie Espinoza
Terry Gladney
Anthony Gutierrez
Irene Gomez Hormell
Lillie Parra-Moraga
Isabel Ruiz
Santos Vega

(MEMBERS) Absent:
Ed Arbizu
Dora Bustoz
Manny Bustoz

City Staff Present:
Ginny Belousek, Sr. Diversity Specialist
Brian Gonzales, Library Specialist II

Agenda Item 1 – Call to Order

Meeting convened at 6:10 P.M.

Chair, JoLyn Arredondo-Gibbons called the meeting to order and invited members of the public to address the Commission.

Agenda Item 2 – Public Appearances
None

Agenda Item 3 –Approval of Minutes
MOTION: Joe Arredondo moved to approve the minutes of May 12 and June 16, 2008.
SECOND: Cindy Espinoza seconded
DECISION: Passed unanimously

Agenda Item 4 – Committee Reports

a. **Food Booths** – Brian Gonzales reported on the status of the food vendors. Guerreros will not be returning to this year's Tardeada. Board members made suggestions for restaurant to take Guerrero's spot. Among the suggestions were 3 Margaritas, El Penasco, Casa Reynoso, and Manuels. There is a new vendor signed up, Perro Caliente, who will be selling hot dogs and nachos. Returning food vendors include Guadalupe Farmer's Market, Guedos, Planet Bounce, Lake Park Concessions, T & C Kettlecorn, and the Tempe High School Boosters.

b. **Museum** – No report.

c. **Reception** – No report.

d. **Scholarship** – The scholarship selection meeting is scheduled for September 24th, at 10 a.m. at the City Hall 2nd Floor Conference Room.

e. **Site Plan** – The Site Plan committee met on September 4th. The site plan for the 2008 Tardeada will remain mostly the same. The main change is the moving of the Arts and Crafts booths, as well as the face painter to a less crowded area. We are also adding another fence to display sponsor banners. The stage area will be altered slightly. We will keep the area formerly designated as the "kids dance floor", and place the IKEA stage furniture there. This was suggested due to the fact that last year the children still danced on the main stage and the kids dance floor was unused. Putting the IKEA furniture on the side stage will leave more room for the main stage performers and dancers.

f. **Tortilla** – The committee requested recipe cards and 4 aprons with the words, "Tardeada's Tasty Tortillas."

g. **Entertainment** – Normalicia Blanco reported that the entertainment line-up is finalized and the contracts done. She is currently working on the technical needs with the audio company.

Agenda Item 5 – Light Rail Grand Opening

The Light Rail "Destination Tempe" subcommittee met Sept. 8th at 5 p.m. The Destination Tempe party will be held on Saturday, December 27, 2008. The Tardeada Advisory Board has been assigned the job of coordinating the party at Station 27, which is on Apache and Price. Ginny has asked Lona Gearhart to make extra supplies of the Tardeada crafts that we could then use at the Light Rail party. We will need volunteers to staff the arts and crafts booths. The committee decided to serve hot chocolate, coffee, and to ask Food City or El Rancho for a sponsorship of Mexican breads. In addition, we will look into getting Jamica and Horchata from El Rancho Market. The committee planned the entertainment for the day. We will play a CD between 10:00 and 11:30 a.m., Normalicia will book a Mariachi group to play between 11:30 a.m. and 3:30 p.m., Zumba from 3:30 – 4 p.m., then play the CD again from 4 – 5 p.m.

Agenda Item 6 – Proposed Proclamation

Ginny reported that the Mayor's assistant is seeking approval from the Tardeada Advisory Board to have a proclamation read at the event making October 12, 2008 *Mary Sterling Day in Tempe, AZ.* Mary is a long-time Tempe resident and is approaching her 90th birthday. In addition to the Mayor's office request, Irene Hormell submitted a request to have the elderly (80 and 90 year olds) forefathers of the Tardeada recognized at the event. This recognition would be to honor their contributions with Los Amigos and their

work with the written history, oral history, and photos that established the concept for the first family albums now being used at the Museum and the Tardeada. Discussion followed.

MOTION: Jolyn Arredondo moved to have a general announcement made at the Tardeada thanking everybody who has supplied information or history to building the Tardeada.
SECOND: Lillie Parra-Moraga

The board discussed the motion. Some board members felt that it would be a good thing to honor Ms. Sterling at the Tardeada, while others felt that one person should not be honored because there were many elderly community members who contributed to the creation of the Tardeada. Others expressed concern that Mary Sterling, while an honorable community member, did not participate in the creation of the Tardeada.

DECISION: 12 for the above motion; 2 opposed

NEW MOTION: Santos Vega made a motion to have the Mayor read a proclamation at this year's Tardeada for Mary Peralta Sterling.
SECOND: Rachel Arroyo
DECISION: 2 for the motion; 12 opposed

NEW MOTION: Cindy Espinoza moved to create a compromise between the two above motions. If Mary Peralta Sterling is in attendance at the Tardeada, in recognition of her service to Tempe, it will be announced that the Mayor has issued a proclamation in her honor. This proclamation would not be read during the Tardeada. Mary's acknowledgement will be made at the same time the general announcement is made thanking everybody who has supplied information or history to building the Tardeada. The announcement will be made by the emcee, Normalicia Blanco.
SECOND: Rachel Arroyo
DECISION: Unanimous

Agenda Item 7 – Diversity Department Announcements
None

Agenda Item 8 – Selection of Next Meeting
The next meeting is scheduled for Monday, October 13th, which is the day after the Tardeada. Because of that, it was decided to move the October meeting to Monday, September 29, 2008.

Agenda Item 10 -- Adjournment

MOTION: Lillie Parra-Moraga made a motion to adjourn
SECOND: Irene Hormell
DECISION: The meeting adjourned at 7:55 p.m.

Ginny Belousek

Prepared ~~and~~ submitted by Ginny Belousek, Sr. Diversity Specialist