
**Minutes
Tardeada Advisory Board
May 12, 2008**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, May 12, 2008, 6:00 P.M., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

JoLyn Arredondo-Gibbons, Chair
Lillie Parra-Moraga, Vice-Chair
Joe Arredondo
Karen Arredondo
Rachel Arroyo
Normalicia Blanco
Cindy Espinoza
Terry Gladney
Anthony Gutierrez
Irene Hormell
Isabel Ruiz

(MEMBERS) Absent:

Ed Arbizu
Dora Bustoz
Manny Bustoz
Narcie Espinoza
Santos Vega

City Staff Present:

Ginny Belousek, Diversity Specialist
Charlie Meyer, City Manager

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 – February 11, 2008

MOTION: Joe Arredondo moved to accept the minutes of the February 11, 2008 meeting.

SECOND: Karen Arredondo

DECISION: Passed unanimously

Agenda Item 4 – Guest Speaker – Charlie Meyer, Tempe City Manager

New City Manager Charlie Meyer introduced himself to the board. Charlie is most recently from Virginia Beach, where he spent four years as Chief Operating Officer. He is a New York native, where he spent the first 20 years of his career. He also worked 11 years in Minnesota. Charlie mentioned that when interviewing for the position in Tempe he was impressed with the sign at the gateway to the city, which read, "We are Building an Inclusive Community." He and his wife were attracted to Tempe's diverse and inclusive community, which was a deciding factor to accept the job.

The board thanked Charlie for attending the meeting, and wished him well in his job at Tempe.

Agenda Item 5 – Sponsorship Updates

Ginny Belousek reported that the following sponsors have signed commitments:

APS – Presenting Sponsor
Arizona Federal Credit Union – Main Stage Sponsor
IKEA – Main Stage Sponsor
Tempe Republic – Main Stage Sponsor
Scholarship Sponsor – Tempe Firefighter's Association
Coloring Contest Sponsors – Tempe Officer's Association and SEIU
Waste Management – basic sponsorship plus 3 port-a-potties for the event day
Hospice of the Valley – basic sponsorship
AAA – basic sponsorship

Ginny reported that she met with a representative from 104.7 Kiss FM who is interested in sponsoring the Tardeada. Their radio station has one of the largest audiences in the state and would give the Tardeada tremendous exposure. Additional sponsorship is still being pursued, with the Food Court, VIP Reception and basic sponsorship opportunities still available. Sponsorship packets were handed out to the board for them to distribute.

Agenda Item 6 – Tardeada 10th Anniversary Ideas

Lillie Moraga suggested inviting Kim Joiner, Miss Arizona to the 10th Anniversary Tardeada. Kim was Miss Teen Arizona a few years ago and appeared at the Tardeada at that time. Another suggestion was to invite the Marcos de Niza Mariachi group to perform.

Rachel Arroyo and Irene Hormell were absent from the meeting when the committee sign ups were done. Rachel asked to be added to the Tortilla Making Committee and Irene asked to be added to the Museum Committee.

Agenda Item 7 – Diversity Department Update

- a. Ginny Belousek mentioned that the Diversity Department has purchased a copy of Santos Vega's new book, *The Worm in my Tomato*.
- b. The Diversity Department is working with the Tempe Historical Museum on their upcoming exhibit and festival, "The Jewel in the Desert", which focuses on the Muslim contribution to the Valley.

Ginny is coordinating a festival in conjunction with the opening of the exhibit which will be held on Saturday, October 4th at the Tempe City Hall grounds.

- c. Ginny reported that Valle del Sol recently announced that Council member Ben Arredondo was selected to receive their 2008 Exemplary Leader Award. The award presentation will take place at the Valle del Sol luncheon on September 5.

Agenda Item 8 – Announcements

Santos Vega is in the hospital. No further information was known at this time.

Agenda Item 9 – Selection of Next Meeting Date

The board agreed to move the June meeting back by one week and then skip the July meeting. The next meeting of the Tardeada Board will be Monday, June 16th.

Agenda Item 10 -- Adjournment

MOTION: Lillie Parra-Moraga made a motion to adjourn the meeting.

SECOND: Isabel Ruiz

DECISION: The meeting adjourned at 7:10 p.m.



Prepared and submitted by Ginny Belousek, Diversity Specialist