
**Minutes
Tardeada Advisory Board
June 16, 2008**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, June 16, 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
Normalicia Blanco
Manny Bustoz
Cindy Espinoza
Anthony Gutierrez
Irene Hormell
Santos Vega

(MEMBERS) Absent:

Lillie Moraga, Vice Chair
Ed Arbizu
Rachel Arroyo
Dora Bustoz
Narcie Espinoza
Terry Gladney
Isabel Ruiz

City Staff Present:

Ginny Belousek, Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:15 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 – May 12, 2008

There was not a quorum, so approval of the May meeting minutes will be done at the August meeting.

Agenda Item 4 – Sponsorship Update

Ginny Belousek reported that since the last Tardeada meeting the following sponsor has committed:

- 104.7 Kiss FM Radio

Ginny is continuing to follow up with additional potential sponsors and will have a final sponsor report at the August meeting.

Agenda Item 5 -- Committee Reports

- a) **Food Booths** – no update
- b) **Museum** – The Museum Family Album display has been coordinated to be displayed at the Edna Vihel Center due to the construction of the Museum. As a side note, Irene Hormell told the Board that she will be a guest speaker at the Museum's Wild Wednesday program on July 9th. Her topic is on "Las Amas de la Casa."
- c) **Reception** – Ginny Belousek handed out last year's invitation list to the Reception subcommittee members and asked them to review it and turn any changes in to her.
- d) **Scholarship** – Ginny reported that she will update last year's Scholarship application form and mail it out to the schools in August after school begins.
- e) **Site Plan** – The Board discussed moving the Tortilla Demonstration back to its original site at the entrance of the Food Court. Shade for the demonstration was also requested.
- f) **Entertainment** – Normalicia Blanco reported that Chapito will be unable to perform this year. She would like to invite him to the festival and present him with an award from the Tardeada Advisory Board. Sippy's band is also unavailable to play this year at the reception, as Sippy is very ill. The Board asked Normalicia to find a replacement band for Sippy who plays the same kind of music. Normalicia also suggested honoring Hank Arroyo during the 10th Year celebration due to his participation in the Tardeada Advisory Committee and as a member of Chapito's band. Normalicia reported that she has contacted Kim Joiner, Miss Arizona, to appear at the Tardeada. In addition, Normalicia's daughter, who is 1st Runner Up, Miss Arizona, will also be in attendance.

Agenda Item 6 – Light Rail Grand Opening

Ginny Belousek reported that she was approached by Shelly Hearn, the Community Relations Manager, asking for assistance with the upcoming Light Rail Grand Opening. The City would like the assistance of the Tardeada Advisory Board to plan one of the parties that will be held along the Light Rail Line at Station 27 during the Grand Opening festivities. The Tardeada Board was selected because Station 27 is located at Price and Apache, in the vicinity of the original Tempe barrios. Ginny asked for volunteers to assist with this project. Cindy Espinoza, Anthony Gutierrez, Normalicia Blanco, Irene Hormell and Santos Vega volunteered. At this point no meetings have been scheduled, and Ginny reported that as she receives more information from the main event planners she will share it with the Board.

Agenda Item 7 – Diversity Department Update

No update

Agenda Item 8 – Announcements

None

Agenda Item 9 – Selection of Next Meeting Date

There will be no July meeting. The date of the next meeting is Monday, August 11, 2008 at 6 p.m.

Agenda Item 10 -- Adjournment

MOTION: Joe Arredondo made a motion to adjourn
SECOND: Irene Hormell
DECISION: The meeting adjourned at 7:10 p.m.



Prepared and submitted by Ginny Belousek, Diversity Specialist