

**Minutes
Tardeada Advisory Board
May 11, 2009**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, May 11, 2009, 6:00 P.M., at the Tempe Public Library, Board Room, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

Normalicia Blanco, Chair
JoLyn Arredondo-Gibbons
Dora Bustoz
Manny Bustoz
Cindy Espinoza
Narcie Espinoza
Terry Gladney
Anthony Gutierrez
Irene Hormell
Lillie Parra-Moraga
Isabel Ruiz
Santos Vega

(MEMBERS) Absent:

Rachel Arroyo
Joe Arredondo
Karen Arredondo
Ed Arvizu

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist
Lona Gearhart, Arts Coordinator

Agenda Item 1 – Call to Order

Meeting convened at 6:10 P.M.

Chair, Normalicia Blanco 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: JoLyn Arredondo moved to approve the Tardeada Board minutes of February 9, 2009

SECOND: Santos Vega seconded

DECISION: Passed unanimously

Agenda Item 4 – Selection of Craft Projects

Lona Gearhart, Arts Coordinator for the City of Tempe, presented the arts and craft projects she has prepared for the 2009 Tardeada. She indicated that the Board could vote for four different projects this year. The selection included: 1) Tissue paper flowers – these could be used for bouquets, bracelets, or hair wreaths, 2) picture frames, 3) coin purses, 4) mosaics, 5) nichos, 6) maracas. After discussion the board selected the Tissue Paper Flowers, Picture Frames, Coin Purses, and Maracas.

Agenda Item 5 – Site Plan Report

Ginny Belousek gave a report on the site plan for the upcoming Tardeada. Due to construction at the Library and Museum the site plan will need to be adjusted this year. The biggest challenge is the fact that the food court parking lot is going to be used as a staging area for the construction equipment. This means that the parking lot will be unavailable for Tardeada use this year. The site plan subcommittee met with Library staff and Steve Phelps to go over possible solutions. The highlights of the meeting are as follows:

- The VIP/entertainment parking will be in the first row of the parking lot that formerly was the food court. The construction equipment will be moved towards the middle of the parking lot to accommodate these parking needs.
- The food tent will be relocated to the parking lot immediately south of the Edna Vihel Center
- The food booths will be relocated to the street immediately south of the food court.
- The current booths 23 – 26, which formerly were the western-most booths closest to the old food court will be eliminated.
- The face painter and arts and craft booths will be moved south of the new food booth area (this is the area formerly used as VIP parking.) The Game Truck and inflatables will be in this area also.
- All other aspects of the site plan will remain the same.

Agenda Item 6 – Sponsorship

Ginny Belousek reported that the sponsorship packets were mailed out in April. They were sent to a database which was created that is comprised of key Tempe businesses, past sponsors, large valley businesses, and the members of the Hispanic Chamber of Commerce. Ginny also personally called and/or e-mailed each past sponsor. At this point, APS has committed to return as Presenting Sponsor. In addition, 104.7 KISS FM has committed to sponsor as the English-speaking radio station. Ginny reported that due to the economy, she is not anticipating signing as many sponsors as in past years. Board members suggested that Ginny contact El Rancho Market and Wal-Mart. In addition, they suggested that the Mayor write a letter for next year's sponsorship packet.

Agenda Item 7 – Diversity Department Announcements

Ginny Belousek reported that the Diversity Department is presenting another "Who's Your Neighbor" program on Wednesday, May 13th in the Council Chambers. The topic is "Refugees and their Journey." All are invited to attend.

Agenda Item 8 – Announcements

None

Agenda Item 9 -- Adjournment

MOTION: Lillie Moraga made a motion to adjourn

SECOND: Dora Bustoz

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

The next meeting will be held on Monday, June 8, 2009 at 6 p.m.

There will be a reception subcommittee meeting at 5 p.m. immediately before the meeting of the whole.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist