

**Minutes
Tardeada Advisory Board
August 3, 2009**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, August 3, 2009, 6:00 P.M., at the Tempe Public Library, Connections Cafe, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

Normalicia Blanco, Chair
JoLyn Arredondo-Gibbons
Joe Arredondo
Karen Arredondo
Rachel Arroyo
Dora Bustoz
Manny Bustoz
Cindy Espinoza
Terry Gladney
Anthony Gutierrez
Irene Hormell
Isabel Ruiz
Santos Vega

(MEMBERS) Absent:

Ed Arvizu
Narcie Espinoza
Lillie Parra-Moraga

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist
Brian Gonzales, Library Specialist II

Agenda Item 1 – Call to Order

Meeting convened at 6:07 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: Joe Arredondo moved to approve the Tardeada Board minutes of June 22, 2009.

SECOND: JoLyn Arredondo seconded

DECISION: Passed unanimously

Agenda Item 4 – “Mexicans in Tempe” book sale request – Santos Vega

Santos Vega requested an exception to the Tardeada sales policy. Currently the rule states that only food and drink may be sold at the Tardeada. Santos stated that his book, *Mexicans in Tempe*, fulfills the mission of the Tardeada, which is “to identify and recognize the Hispanic historical roots of Tempe and educate the community with a celebration of Hispanic culture.” By allowing the sale of the book at the Tardeada, it helps people from outside the community to purchase a book and save shipping and tax. The book fills a void of culture in literary form at the event. He needs to sell another 98 books to break even from his initial investment. For every book that is sold, \$2.50 will be donated back to help offset the costs of the Tardeada. Irene Hormell said that this book is the first printed history of the Hispanic families who founded Tempe.

MOTION: Santos Vega moved to allow sales of the book, *Mexicans in Tempe*, at the Tardeada.

SECOND: Rachel Arroyo

DISCUSSION:

Karen Arredondo said allowing Santos a booth at the event to promote the book is a good idea, but she is against making an exception for allowing the sales because the Board has a set policy and once an exception is made other requests will come through. Isabel Ruiz stated that Santos does deserve to sell the books at the Tardeada, and that his past two books were given out for free. Rachel Arroyo stated that this request is an exception, because it is tied to the Tardeada and its history and beginnings. JoLyn Arredondo stated that we have denied requests for sales to other historical and cultural groups, such as the Questers and Marco Albarron. She suggested a compromise whereby the \$2.50 that would benefit the Tardeada is used to assist with shipping costs for those who purchase the book on the internet. JoLyn stated that allowing the sale of the book compromises the Tardeada Advisory Board’s integrity. Normalicia Blanco stated that the book fits the mission of the Tardeada, and suggested we search for a sponsor who could purchase the books and have a drawing at the Tardeada to give them away. Irene Hormell suggested donating the books to the Tempe schools if we obtain a sponsor. Santos said we would need \$2,000 from a sponsor to cover the cost of the books. Discussion then focused on allowing Santos to sell the books at the Tardeada reception. Joe Arredondo suggested that during the Reception when the Advisory Board is introduced that Santos talk about the book.

MOTION: Santos Vega amended the motion on the table. Mr. Vega moved to pursue a sponsor for the purchase of the books to be donated to schools. In addition, the books will be allowed to be sold at the Tardeada reception, and will be sold immediately after the Tardeada festival is over. The emcee will make announcements promoting the book from the main stage during the Tardeada.

SECOND: Irene Hormell

DECISION: Passed unanimously

Agenda Item 5 – Subcommittee Reports

- Reception: The reception will be downsized this year. Normalicia is looking into the entertainment and may hire a mariachi group instead of a full band. Arriba’s Restaurant will cater the food.
- Food: Brian Gonzales reported that he has made contact with last year’s food vendors. He has verbal commitments from Guedos, Lake Park Concessions, Planet Bounce, and T & C Kettlecorn.

He stated that Norma from Guerreros is considering participating this year, and that he has not been able to contact Tempe High School.

- Museum: The family albums will be set up at the Edna Vihel Activity Center
- Scholarship: The scholarship form has been updated and mailed to the high schools.
- Site Plan: Ginny is working with Durrant Williams from Development Services to get the site plan map revised. She will bring the final copy to next month's meeting.
- Tortillas: The committee asked for an additional table.
- Booths: No report
- Entertainment: Normalicia reported that she is working on the line-up. Many of the previous bands have broken up due to the economy. She will have a report next month.
- Publicity: no update

Agenda Item 6 – Sponsorship

Since last months meeting the following sponsorships have been added:

Veolia Transportation – coloring contest sponsor, \$2,000
IKEA – main stage sponsor, \$3,000
Waste Management, in-kind use of porta-potties and \$500
Rio Salado College, \$1,000
Aztec Printing, in-kind printing of Reception invitations

Agenda Item 7 – Diversity Department Announcements

The Fall Diversity Dialogue program will begin on September 30th. Applications are currently being accepted.

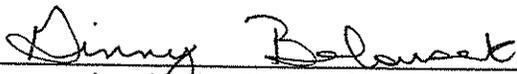
Agenda Item 9 -- Adjournment

MOTION: Dora Bustoz made a motion to adjourn

SECOND: Irene Hormell

DECISION: The meeting adjourned at 7:00 p.m.

The next meeting will be held on Monday, September 14, 2009 at 6 p.m.



Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist