

**Minutes
Tardeada Advisory Board
October 5, 2009**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, October 5, 2009, 6:00 P.M., at the Pyle Adult Recreation Center, Prescott Room, 655 E. Southern Ave., Tempe, Arizona.

(MEMBERS) Present:

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

(MEMBERS) Absent:

Ed Arvizu
Karen Arredondo

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

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: Santos Vega moved to approve the Tardeada Board minutes of September 14, 2009.

SECOND: Lillie Moraga seconded

DECISION: Passed unanimously

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- MOTION:** Cindy Espinoza moved to approve the Tardeada Reception Subcommittee minutes of September 24, 2009.
- SECOND:** Dora Bustoz
- DECISION:** Passed unanimously

Agenda Item 4 – Subcommittee Reports

Reception: The RSVPs are coming in, and there are over 300 to date. Arribas is ready to do the catering, and Cold Stone Creamery will be providing dessert. Santos will sell his book at the Reception. Dr. Sanchez's band will perform.

Food: The Board expressed concern about the high prices at Mas-a-mas and Sandstone Café. Ginny agreed to contact both vendors to ask for a price reduction.

Museum: The Family Albums will be displayed at the Edna Vihel Center for the Arts at both the Reception and the Festival.

Scholarship: Ginny passed around the two winning applications for the Board to review. Both winners will be at the event to receive their checks.

Site Plan/Booths: Ginny passed out a copy of the site plan with the booth listing. There are fewer booths this year due to the construction.

Tortillas: The tortilla demonstration will take place between 12:30 and 2 p.m. They will be located in the food court area, next to the face painter/balloon artist.

Entertainment: Normalicia reported that all the entertainment is ready, and the technical needs have been done. She asked that the Advisory Board members meet by the stage by 4:15 to be ready when Council member Arredondo acknowledges them. Lillie Moraga questioned why Sippy's Orchestra is not playing at the Tardeada? She stated that at last year's wrap-up meeting she requested them for this year. The board agreed to discuss this topic at the wrap-up meeting. The board discussed acknowledging Councilmember Ben Arredondo at the Tardeada. The discussion continued with Board members adding names of people they would also like to be acknowledged. Ginny Belousek suggested tabling this suggestion until next year due to the fact that it was not on the agenda, and she also stated that if the Board is going to acknowledge many people, it requires discussion and needs a process to justify who and why they are being honored. The Board agreed to table the discussion.

Agenda Item 5 – Weekend Assignments

The Board members who volunteer to place the dumpsters and raise the umbrellas will arrive at 7 a.m., and will go to breakfast afterwards. The Board members who volunteer to hang banners and booth signs will arrive at 9 a.m..

Agenda Item 6 – Museum Grand Opening, Saturday, February 27

Ginny Belousek reported that she was contacted by the Tempe History Museum regarding their upcoming grand opening festivities. The Museum would like the Tardeada Advisory Board to participate by staffing a booth. Ginny explained that this would be similar to what the Board did at the Light Rail Grand Opening. Santos Vega volunteered to set up his oral history booth.

The board committed to staffing a booth, however they agreed to discuss the details at the next Board meeting after the Tardeada is over.

Agenda Item 7 – Diversity Department Announcements

No report.

Agenda Item 8 – Announcements

No announcements.

Agenda Item 9 – Next meeting

The next meeting will be a potluck on Monday, December 14th, at 5:30 p.m.

Agenda Item 10 -- Adjournment

MOTION: Joe Arredondo made a motion to adjourn

SECOND: Dora Bustoz

DECISION: The meeting adjourned at 7:30 p.m.