

**Minutes
Tardeada Advisory Board
December 14, 2009**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, December 14, 2009, 6:00 P.M., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

Normalicia Blanco, Chair
Narcie Espinoza
Terry Gladney
Anthony Gutierrez
Lillie Moraga-Parra
Isabel Ruiz
Santos Vega

(MEMBERS) Absent:

Ed Arvizu
Joe Arredondo
Jolyn Arredondo
Karen Arredondo
Dora Bustoz
Manny Bustoz
Cindy Espinoza
Irene Hormell

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:25 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

There was no quorum, so the minute approval was tabled until the next meeting.

Agenda Item 4 – 2009 Tardeada Wrap-Up

Lillie Moraga asked if the food vendors lowered their prices after the Board questioned the pricing of some of the vendors at the October meeting. Ginny responded that both the vendors in question, Mas-a-Mas and Sandstone Café, lowered their prices after she contacted them. Lillie then asked why Sippy's

band was not considered to play at the Tardeada festival. Normalicia Blanco responded that it was a difficult decision. She acknowledged that the request was also made last year but it was never finalized. She stated that last year she discussed this topic with various board members, and their feedback was to have Sippy's band play at the reception but not at the festival. Anthony Gutierrez stated that if the band added some additional musicians to their band they might be up to the level of playing at the Tardeada. He promised to contact Dr. George Sanchez and discuss this with him. Normalicia further commented that the crowd is different at the reception than at the Tardeada. The reception requires quieter music, while the festival is livelier.

Santos Vega reported that he sold 15 of his book, *Mexicans in Tempe*, at the Tardeada reception, and 19 of the books after the Tardeada festival. He thanked the Board for all the support he was given in selling the books.

Due to the low attendance at the meeting, the attending board members agreed to table the wrap-up discussion for the next meeting.

Agenda Item 5 – Tempe History Museum Grand Opening

The Tempe History Museum Grand Opening is scheduled for Saturday, February 27th from 10 a.m. - 2 p.m. Ginny reminded the Board that at the October meeting they had agreed to participate in the event. After discussion it was decided that the Board would do the Tortilla-making demonstration and asked Ginny to confirm a time for them. In addition, Santos Vega would staff an oral history table for a two-hour time frame.

Agenda Item 6 – Diversity Department Announcements

Ginny Belousek reported that the annual MLK Diversity Awards Brunch is scheduled for Monday, January 18th at The Buttes Resort. The event is free to the first 500 RSVPs. She encouraged the Board to attend.

The city budget continues to look bleak, and Ginny reported that the Diversity Department has been asked to submit \$65,000 in budget reductions. She will update the Board as decisions are finalized.

Agenda Item 8 – Announcements

Santos Vega announced that there is a new Latino Cultural Center in Phoenix. The address is 127 Adams.

Agenda Item 9 – Next meeting

The next meeting is scheduled for Monday, January 11, 2010, at 6 p.m.

Agenda Item 10 -- Adjournment

The meeting adjourned at 7:15 p.m.