

**Minutes  
Tardeada Advisory Board  
Monday, February 8, 2010**

**Minutes of the TARDEADA ADVISORY BOARD held on Monday, February 8, 2010, 6:00 P.M., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.**

**(MEMBERS) Present:**

Normalicia Blanco, Chair  
Jolyn Arredondo  
Dora Bustoz  
Manny Bustoz  
Cindy Espinoza  
Terry Gladney  
Anthony Gutierrez  
Lillie Parra-Moraga  
Isabel Ruiz  
Santos Vega

**(MEMBERS) Absent:**

Joe Arredondo  
Karen Arredondo  
Narcie Espinoza

**City Staff Present:**

Ginny Belousek, Sr. Diversity Specialist

**Agenda Item 1 – Call to Order**

**Meeting convened at 6:08 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 October 5, 2009 and December 14, 2009

**SECOND:** Cindy Espinoza seconded

**DECISION:** Passed unanimously

### **Agenda Item 4 – Tardeada Advisory Board Chair and Vice-Chair Elections**

Normalicia Blanco opened the floor for Tardeada Chair nominations.

- Lillie Moraga nominated Isabel Ruiz.  
Santos Vega seconded the nomination.
- Santos Vega moved to close the nominations  
Cindy Espinoza seconded.

**DECISION:** The board unanimously elected Isabel Ruiz for Tardeada Chair.

Normalicia Blanco opened the floor for Tardeada Vice-Chair nominations.

- Santos Vega nominated Dora Bustoz for Tardeada Vice-Chair.  
Jolyn Arredondo-Gibbons seconded the motion
- Santos Vega moved to close the nominations.  
Lillie Parra-Moraga seconded.

**DECISION:** The board unanimously elected Dora Bustoz for Tardeada Vice-Chair

Santos Vega then stated that during Normalicia Blanco's time of service as Tardeada Chair it was very pleasant, and he enjoyed having her as Chair. A lot of hard work was performed which resulted in a wonderful Tardeada. He then thanked Normalicia for her service. The Board agreed and also thanked Normalicia.

### **Agenda Item 7 – Budget Reduction**

The Board decided to skip to Agenda Item 7 to first discuss the Diversity budget cuts, as this would impact the Reception discussion.

Ginny Belousek reported that the Diversity Department was asked to submit budget reductions in the amount of \$65,194. The department's non-personnel operating budget was \$111,375 before the proposed cuts, so the only option was to make a personnel cut. In order to get to the targeted amount, the Diversity Department proposed to convert the full-time Administrative Assistant (Liz's position) to part-time benefitted, and to cut the operating budget by \$32,000. The cut to the operating budget will affect the events and programs that are produced by the Diversity Department, such as charging for the currently-free MLK Diversity Awards Brunch and eliminating the Tardeada Reception.

Ginny stated that although the money for the Tardeada Reception was cut, at the direction of the Advisory Board other funding options could be explored for the Reception's continuation. Ginny reported that in order for the Tardeada Reception to break even, \$20-25 per person would need to be charged.

JoLyn Arredondo-Gibbons stated she would like to cut the Reception during these difficult budget times. Manny Bustoz commented that the reception could be cut, but perhaps be brought back when times improve. Jolyn said that if the reception does come back in the future, perhaps it could be restructured and scaled back to an hors d'oeuvres or dessert gathering. Lillie Parra-Moraga stated that she is sorry to see it go, as it was an opportunity for the families of Tempe to get together to mingle and mix. She said it got too big over the years.

Cindy Espinoza suggested eliminating the Reception for now, but creating a proactive committee to explore restructuring it when it returns.

**MOTION:** Cindy Espinoza moved to eliminate the Tardeada Reception until the economy improves; create a subcommittee to develop guidelines for when the reception resumes.

**SECOND:** Santos Vega

**DECISION:** Passed unanimously

#### **Agenda Item 5 – Tardeada Wrap-up**

- a) Reception: The Board discussed the Reception. Comments included:
  - i. Music was great.
  - ii. Good quality of people in attendance, i.e. Congressman Mitchell, Board members from across the city.
  - iii. The food was excellent –Arriba's did a wonderful job.
  - iv. Less people in attendance was better than the larger crowds of past years.
  - v. Ginny asked for formal clarification about an e-mail complaint she received from a former Board member. The Board member, who was not in attendance at the Reception, complained that she heard that Councilmember Arredondo was formally recognized at the Reception, even though the Board did not vote to do so. Ginny explained in her response to the Board member that this did not happen, however one Board member individually thanked him for all his support. The Board clarified that Ginny is correct, and no formal recognition took place.
  
- b) Festival: The Board discussed the Festival. Comments included:
  - i. The new site plan was great, with the food and children's activities at the entrance of the event (south parking lot)
  - ii. The tortilla making was in a great location, and had more attendees than ever before, however they need some shade for next year.
  - iii. The music was wonderful.
  - iv. The event was a huge success.

#### **Agenda Item 6 – Tempe History Museum Grand Opening, Saturday, February 27, 10 a.m. – 2 p.m.**

The Tardeada Advisory Board will assist the Museum with their Grand Opening. Santos Vega will staff an Oral History booth from 10 a.m. – noon, and Isabel Ruiz and Terry Gladney will conduct a tortilla-making demonstration from noon – 2 p.m. Isabel will purchase the ingredients and bring her grill.

**Agenda Item 8 – Diversity Department Announcements**

Ginny informed the Board that there are two vacancies on the Tardeada Board. Ed Arvizu has officially resigned and Irene Hormell did not accept her reappointment.

**Agenda Item 9 – Announcements**

No announcements.

**Agenda Item 10 – Next meeting**

The next meeting is scheduled for Monday, May 10, 2010, at 6 p.m.

**Agenda Item 10 – Adjournment**

**MOTION:** Manny Bustoz moved to adjourn the meeting

**SECOND:** Lillie Parra-Moraga seconded

The meeting adjourned at 7:15 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist