



**Minutes
Tardeada Advisory Board
Monday, June 14, 2010**

Minutes of the TARDEADA ADVISORY BOARD held on Monday, June 14, 2010, 6:00 P.M., at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

(MEMBERS) Present:

Isabel Ruiz, Chair
Joe Arredondo
Karen Arredondo
Normalicia Blanco
Dora Bustoz
Manny Bustoz
Cindy Espinoza
Narcie Espinoza
Terry Gladney
Anthony Gutierrez
Santos Vega

(MEMBERS) Absent:

Jolyn Arredondo
Lillie Parra-Moraga

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:05 P.M.

Chair, Isabel Ruiz 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 February 8, 2010

SECOND: Cindy Espinoza seconded

DECISION: Passed unanimously

Agenda Item 4 – Meeting Selection Date

Commissioner Dora Bustoz informed the Board that she has been appointed to the Saint Mary's Advisory Board, and that this board meets on the 2nd Monday of the month. Due to the conflict with the Tardeada Advisory Board standing meeting dates she will need to resign if the Tardeada meeting dates remain the same. The Board discussed possible alternate meeting dates and agreed to pursue the dates of August 16, September 20 and October 4 for future meetings. Ginny Belousek will confirm these dates with the Board after checking on room availability.

Agenda Item 5 – Committee Sign-Up

Ginny Belousek passed around a Subcommittee sign up sheet. The following subcommittees were created:

Food: Joe Arredondo, Cindy Espinoza

Scholarship: Santos Vega, Narcie Espinoza, Manny Bustoz, Dora Bustoz, Isabel Ruiz

Site Plan: Joe Arredondo, JoLyn Arredondo

Tortilla: Cindy Espinoza, Isabel Ruiz, Terry Gladney

Museum: Terry Gladney, Narcie Espinoza, Isabel Ruiz

Coloring Contest: JoLyn Arredondo, Karen Arredondo

Agenda Item 6 – Sponsorship Update

Ginny Belousek reported on the status of the sponsorships. Due to the economy, many past sponsors are not committing. To date the following sponsors have committed:

APS – Presenting Sponsor

Arizona Republic – Stage Sponsor

104.7 Kiss FM – Radio sponsor

Hospice of the Valley – General Sponsor

Ginny reported that last year's sponsors have been contacted via e-mails and follow-up phone calls. In addition, sponsorship packets have been mailed out to the Hispanic Chamber of Commerce members and any past Tardeada sponsor. IKEA responded to the e-mail and will let Ginny know of their commitment by July 1. Once again AZ Federal Credit Union is unable to participate. The board asked Ginny to send the sponsorship packet to them electronically so they can forward it to their contacts.

Normalicia Blanco stated that her daughter works for Univision, and she will present them with a sponsorship packet next week.

Agenda Item 7 – Diversity Department Announcements

Ginny reported that the Library has presented a proposal to City Council to close the Library on Sundays. This may affect the attendance at the Tardeada if this happens. The board said they are confident that the Tardeada will still attract a very large crowd.

Santos Vega asked what effect SB 1070 will have on the Tardeada. The Board discussed possible scenarios, but agreed to table the discussion until the September meeting and check on the status of the bill due to the many lawsuits being filed against it.

Ginny said that she has ordered two large Tardeada banners to be hung on the Rural Rd. and Southern Ave. walls of the Community Center. She has reserved the walls from mid-September through mid-October for these banners. In addition, the Mill Avenue banner has been scheduled to be hung the week of October 4th, and the street pole banners will be hung along Elliot, at the Rural/Southern intersection, and by the Mills Mall from September 13 – October 11.

Ginny reported that the Diversity Department still does not have an Administrative Assistant. Liz Alvarado elected to leave her employment at the end of March due the current city lay-offs. Ginny does not anticipate having anyone on board until after July.

Agenda Item 8 – Announcements

Isabel Ruiz reported that the Museum Grand Opening was a wonderful event. The Tortilla-Making demonstration was very successful. She even received requests from people to do tortilla making demonstrations at other non-city events.

Agenda Item 9 – Selection of Next Meeting Date

There will be no meeting in July. The next meeting of the Tardeada Advisory Board will be Monday, August 16th at 6 p.m. Ginny will confirm the location.

Agenda Item 10 – Adjournment

MOTION: Santos Vega moved to adjourn the meeting

SECOND: Joe Arredondo seconded

The meeting adjourned at 7:15 p.m.