



**Minutes
Tardeada Advisory Board
Wednesday, August 11, 2010**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, August 11, 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
Jolyn Arredondo
Karen Arredondo
Dora Bustoz
Terry Gladney
Lillie Parra-Moraga
Santos Vega

(MEMBERS) Absent:

Normalicia Blanco
Manny Bustoz
Cindy Espinoza
Narcie Espinoza
Anthony Gutierrez

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:20 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: Joe Arredondo moved to approve the Tardeada Board minutes of June 14, 2010

SECOND: Dora Bustoz seconded

DECISION: Passed unanimously

Agenda Item 4 – Meeting Date Discussion

Ginny Belousek stated that she wanted to ensure that the Board members were informed of the reason behind moving the meeting date from the 2nd Monday to the 2nd Wednesday of the month. Ginny reported that due to city budget cuts the Library hours were being reduced. The new hours have the Library closing at 6 p.m. on Mondays. Because of this, it was necessary to move the Tardeada board meetings to another day of the week. The Board acknowledged that the second Wednesday of the month is the preferred new meeting day.

Agenda Item 5 – Schedule Sub-Committee Meeting Dates

The Board selected the following dates for subcommittee meetings:

Scholarship selection meeting: Tuesday, September 28, 10:00 a.m. at Tempe City Hall's 2nd Floor Conference Room.

Site Walk Committee: Monday, September 20, 9:00 a.m. – meet at the Tardeada main stage site.

Agenda Item 6 – Committee Updates

- **Entertainment** – Ginny reported for Normalicia Blanco. The entertainment line-up is almost done, and Normalicia and Anthony are working to confirm the bands and the time-slots. Power Drive is unavailable this year due to another commitment. In their place a very popular band, AZTex will perform. Another new addition this year is a performance by Trick Ropers (no animals used). Ginny explained that the entertainment will follow a historical timeline, with the acts early in the day representing the Hispanic history and the acts later in the day representing the current culture. Dr. Vega asked if Dr. George Sanchez's band could be booked to play at the Tardeada. Discussion followed.

MOTION: Joe Arredondo moved to invite Dr. Sanchez's band to perform at the Tardeada.

SECOND: Lillie Parra-Moraga

DECISION: Passed unanimously

- **Scholarship** – Ginny reported that the scholarship applications are almost ready to be mailed out. She is waiting to hear back from IKEA with their sponsorship commitment.
- **Arts and Crafts** – no report

- **Food** – Ginny reported that due to staffing cuts in the City, Brian Gonzalez will no longer be able to work on the Tardeada. Ginny is handling the food vendors directly. She reported that she has verbal commitments from all of last year's vendors, which include:
 - Guedo's Taco Shop
 - Sandstone Café (Burros, hot dogs and menudo)
 - Guadalupe Farmer's Market (roasted corn and chilies)
 - T & C Kettlecorn
 - Tempe High Boosters (raspadas and soft drinks)
 - Mas – a – Mas (Indian Fry Bread)
 - Lake Park Concessions (Horchata and Lemonade)The board agreed that no additional vendors were necessary; however it was suggested to ask the Tempe High Boosters to add pizza slices to their menu.
- **Coloring Contest** – Karen Arredondo reported that she will send Ginny the TD3 enrollment numbers once they are available.
- **Tortilla** – The board agreed to hold the tortilla-making demonstration at 2:00.
- **Museum** – Ginny asked the members of the Museum subcommittee if they would like to sign up for time slots to work at the Family Albums exhibit. In the past, former Board Member Irene Hormell spent the majority of her day at the Tardeada in the Museum sharing stories about growing up in the Barrio.

MOTION: Santos Vega moved to invite Irene Hormell to work at the Museum Family Albums exhibit.

SECOND: Lillie Parra-Moraga

DECISION: Passed unanimously

Isabel Ruiz volunteered to contact Irene. The Board also discussed inviting former Board Member Rachel Arroyo to assist with the tortilla-making demonstration.

- **Sponsorship** – Ginny reported that sponsorship is down. To date the committed sponsors are:
 - APS – presenting
 - Safeway – Food Court
 - AZ Republic – Main Stage
 - Veolia Transportation – Coloring Contest
 - KISS FM – Radio
 - Hospice of the Valley
 - Mundo Latino Entertainment

IKEA is interested, but has not committed, and there is no scholarship sponsor.

MOTION: Dora Bustoz moved to reduce the scholarship amount to \$500 for 2 students if no scholarship sponsor is signed.

SECOND: Santos Vega

DECISION: Passed unanimously

Santos Vega then volunteered to donate the money personally if a sponsor is not signed.

Agenda Item 7 – Museum Event

Ginny reported that she was contacted by the Museum staff about holding an event at the Museum in honor of Hispanic Heritage Month. The Museum wants to have Mariachis perform and asked about a

potential partnership with the Tardeada. Ginny said that with the Reception cancelled, this is a great opportunity to still get together in the evening for some entertainment, socializing and snacks. The event will take place on Saturday, October 9th, at the Museum. The performers will use the Tardeada main stage, which will be set up already for the festival the next day. The event is open to the public.

Agenda Item 8 – Diversity Department Update

Ginny reported that the Administrative Assistant position that was vacated by Liz Alvarado has been filled. Dee Hodson will be working part-time in the Diversity Department. Her hours are 8 – 5 on Tuesday and Wednesday and every other Thursday.

Agenda Item 9 – Announcements

Isabel Ruiz inquired about the status of Tardeada Board appointments. She has a friend who applied months ago and has not heard anything from the City. Ginny said she will check with the City Clerk's office and report back next month.

Agenda Item 10 – Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be Wednesday, September 8 at 6 p.m. in the Library Board Room.

Agenda Item 11 – Adjournment

MOTION: Joe Arredondo moved to adjourn the meeting

SECOND: Karen Arredondo seconded

The meeting adjourned at 7:40 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist