



**Minutes
Tardeada Advisory Board
Wednesday, September 8, 2010**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, September 8, 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
Normalicia Blanco
Dora Bustoz
Manny Bustoz
Cindy Espinoza
Narcie Espinoza
Anthony Gutierrez
Lillie Parra-Moraga
Santos Vega

(MEMBERS) Absent:

Terry Gladney

Guests Present:

Kolby Granville

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:15 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: Cindy Espinoza moved to approve the Tardeada Board minutes of August 11, 2010

SECOND: Joe Arredondo seconded

DECISION: Passed unanimously

Agenda Item 4 – Committee Updates

- a. **Entertainment** – Normalicia Blanco reviewed the entertainment line up. She stated that the theme this year is “Past to Present – Music and Dance for Everyone!” She said that she was able to add Dr. George Sanchez’s band to the schedule and that they would be playing first. Another new addition to the line-up is the Roping Reynosos, a trick roping act featuring a father, son, and 6-year old daughter. Power Drive is unavailable this year due to another engagement. Their replacement will be AZTex, a wonderful and powerful band who should be quite popular. The ASU Dance Team has been replaced with a professional dance group, Rumba Azteca Dance Company. The ASU cheerleaders and Sparky will at the event again this year.

Santos Vega suggested that the entertainment stage be video-taped this year to capture the entire show. Ginny agreed to check with the City’s media services staff to arrange for it. Manny Bustoz suggested researching to see if an ASU student could video-tape the event to save some money.

Joe Arredondo asked Ginny to e-mail him a copy of the budget for the entertainment with an itemization of how much each band is paid.

- b. **Scholarship** – Ginny reported that the scholarship forms were mailed to each guidance counselor within the Tempe Union High School District, as well as private schools in the area. In addition, the scholarship form is available on the Tardeada website. She reminded the board that the subcommittee meeting to review the scholarship applications is scheduled for Tuesday, September 21 in the City Hall 2nd floor conference room.
- c. **Arts and Crafts** – Ginny reported on the arts and crafts for the 2010 Tardeada. They will be: Nichos, Murals, Picture Frames, and Flower Crowns.
- d. **Food** – Ginny reported that all the previous food vendors have verbally committed for this year. To date she has received the paperwork from Mas a Mas and T & C Kettlecorn. Karen Arredondo said that she spoke with Katie Evans from Tempe High School and she seemed willing to sell pizza at their booth. Ginny said she will follow up with a phone call to Katie.
- e. **Coloring contest** – Ginny said the coloring contest packets are ready to be delivered to the Arredondos tomorrow for Karen to take to the district office. She showed the Board a sample packet. Santos Vega commended the staff for the accuracy of the historical piece in the teacher packet.

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- f. **Tortilla** – The board confirmed that the tortilla making demonstration would take place at 2 p.m.
 - g. **Museum** – Isabel Ruiz reported that she contacted Irene Hormell to work the Family Albums. Although Irene initially agreed, it now looks like she may have to go out of town the weekend of the Tardeada. The Board also discussed a potential display by Ballet Folklorico to be placed in the Museum lobby.
 - h. **Sponsorship** – Ginny reported that La Voz and TV y Mas have signed on as sponsors.
 - i. **Publicity** – Ginny reported that an AZ Central.com web-banner for the Tardeada has been purchased. It will run from September 19 – October 10 in the Tempe section, La Voz section, and the “What to do” sections of the newspaper website. She also mentioned that the Tempe 11 staff created a Tardeada commercial, which is on the Tardeada website as well as being played on Tempe Channel 11.

Agenda Item 5 – Diversity Office Update

Ginny reported that the Diversity Office Administrative Assistant, Dee Hodson, is out on extended medical leave until mid-October.

Agenda Item 6 – Announcements

None

Agenda Item 7 – Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be Monday, October 4 at 6 p.m. Ginny will check on available rooms and will contact the board with the meeting location.

Agenda Item 8 – Adjournment

MOTION: Manny Bustoz moved to adjourn the meeting

SECOND: Cindy Espinoza seconded

The meeting adjourned at 7:15 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist