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**Minutes  
Tardeada Advisory Board  
Wednesday, October 4, 2010**

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**Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, October 4, 2010, 6:00 P.M., at the Pyle Adult Recreation Center, Prescott Room, 655 E. Southern Ave., Tempe, Arizona.**

**(MEMBERS) Present:**

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

**(MEMBERS) Absent:**

Joe Arredondo

**Guests Present:**

Councilmember Robin Arredondo-Savage

**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.

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## **Agenda Item 2 – Public Appearances**

None

## **Agenda Item 3 –Approval of Minutes**

**MOTION:** Cindy Espinoza moved to approve the Tardeada Board minutes of September 8, 2010

**SECOND:** Lillie Parra-Moraga seconded

**DECISION:** Passed unanimously

## **Agenda Item 4 – Guest Speaker**

Councilmember Robin Arredondo-Savage thanked the Board for inviting her to the meeting, and for all their work in creating, planning and implementing the Tardeada event. She acknowledged the recent challenges in the city's budget, and applauded the board for their flexibility and creativity in planning this year's event.

Councilmember Arrendondo-Savage then told the Board a little bit about herself. She was born and raised in Tempe, and is a fourth-generation Tempean. She still lives in the same neighborhood where she grew up. She has been on the city council for three months and is looking forward to continuing to serve the Tempe community.

## **Agenda Item 5 – Committee Updates**

- a. **Entertainment** – Normalicia Blanco reported that the entertainment is ready for Sunday.
- b. **Scholarship** – Lillie Parra-Moraga reported for the scholarship committee. The committee met on September 28<sup>th</sup> to review all the applications. The winners are Emily Nichols from Desert Vista and Luis Gastello from Tempe High. This year the winners will be reading their essays at the Tardeada. Ginny reported that both winners have been notified and are able to attend the Tardeada. The winning applications were passed around for the board to review.
- c. **Arts and Crafts** – no report
- d. **Food** – Ginny reported that all the food vendors have their paperwork submitted. There is a new food vendor this year – Guadalupe Kidz Corner. They will sell hamburgers, hot dogs, pulled pork and nachos. Their prices are very low -- \$1 for a hot dog and \$2 for a cheeseburger.
- e. **Coloring contest** – Ginny reported that the coloring contest winners have been selected and contacted. This year a special education classroom from Rover School participated in the contest. All the entries from this class were mosaics that looked basically alike, so to thank them for participating they will receive a Target gift card for the classroom and an ice-cream party.

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- f. **Tortilla** – The board confirmed that the tortilla making demonstration would take place at 2 p.m. Isabel, Cindy and Terry will lead the demonstrations.
  - g. **Museum** – Isabel Ruiz reported that Irene Hormell will work the Family Albums in the Museum.
  - h. **Sponsorship** – Ginny reported that two new sponsors signed up; they are Caremore and Mastercard Moneysend.
  - i. **Publicity** – No update.

**Agenda Item 5 – Diversity Office Update**

No report.

**Agenda Item 6 – Announcements**

None

**Agenda Item 7 – Announcement of Next Meeting**

The next meeting of the Tardeada Advisory Board will be Wednesday, December 8 at 6 p.m. at the Tempe Library. It will be a holiday potluck.

**Agenda Item 8 – Adjournment**

**MOTION:** Lillie Parra-Moraga moved to adjourn the meeting

**SECOND:** Manny Bustoz seconded

The meeting adjourned at 7:10 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist