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

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**Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, December 8, 2010, 6:00 P.M., at the Tempe Public Library, 2<sup>nd</sup> Floor Board Room, 3500 S. Rural Rd., Tempe, Arizona.**

**(MEMBERS) Present:**

Isabel Ruiz, Chair  
Yvonne Albidrez  
Jolyn Arredondo  
Joe Arredondo  
Normalicia Blanco  
Cindy Espinoza  
Narcie Espinoza  
Terry Gladney  
Anthony Gutierrez  
Jacinta Parra  
Lillie Parra-Moraga  
Santos Vega

**(MEMBERS) Absent:**

Karen Arredondo  
Dora Bustoz  
Manny Bustoz

**Guests Present:**

Josh Burkhart

**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 – Welcome New Advisory Board Members**

The board welcomed new members Yvonne Albidrez and Jaxinta Parra.

### **Agenda Item 4 –Approval of Minutes**

**MOTION:** Lillie Parra-Moraga moved to approve the Tardeada Board minutes of October 4, 2010.

**SECOND:** Narcie Espinoza seconded

**DECISION:** Passed unanimously

### **Agenda Item 5 – Tardeada 2010 Wrap-Up**

The board went around the table to give their thoughts on the 2010 Tardeada.

- Normalicia Blanco – Great event, good weather. From her viewpoint on the stage it looked like there was the same amount of people as previous years. The entertainment was good. She questioned the necessity of having the children's dance floor, since most children use the main stage. She said she missed having Lillie and Joe at the event.
- Anthony Gutierrez – Tempe's Tardeada had a larger crowd than other Hispanic events over the same weekend. We had a well-mixed crowd.
- Narcie Espinoza – The crowd was multi-cultural.
- Santos Vega – His booth was by the lemonade stand. From his viewpoint he could see the rest of the event and the other booths were very populated. His booth was at a good location. The family albums in the Museum were very popular, thanks to Irene Hormell. George Sanchez's band was very good. The scholarship recipients read their essays – it was too long. Santos suggested they just give a synopsis of their essay.
- Joe Arredondo – he couldn't attend the event, but he heard some very things about the event this year.
- JoLyn Arredondo – Liked the site plan, closing off the west end. The food booth location was good. Setting up on Saturday night was a definite improvement. We need to get recycle bins that are marked for cans/bottles only – perhaps we can request the cans with holes on the top to fit cans/bottles only. We only need two of the very large trash cans.
- Jacinta Parra – Liked the children's area. She noticed that some of the booths closed down early.
- Yvonne Albidrez – The parking lot was full when she was there. There was a very good crowd. The tortilla making demonstration was in the sun. Suggested next year to have the demonstration face east.
- Cindy Espinoza – There was a good turn out. The tortilla demonstration went well. She also noticed that many of the community booths left early – around 4:30 or 5 p.m.
- Terry Gladney – Liked the location of the family albums in the Museum Community Room.

- Lillie Parra-Moraga – Was sorry to have missed the event. She said she is happy that George Sanchez's band performed at the event.
- Isabel Ruiz – Wants to change the tortilla demonstration so the children don't handle the masa.
- Ginny Belousek – Heard comments from a few people that the event is the same every year. Even though we work hard to improve the event every year the general population doesn't see many of our changes. Ginny suggested adding a Mercado area where vendors can sell artwork, books, or farmer's market items to add a visible addition to the event. This would involve changing the Tardeada policy and would need to be added to next month's agenda for discussion.

It was suggested to send Irene Hormell a thank you note for helping in the Family Albums. Isabel Ruiz offered to do this as Board Chair.

**Agenda Item 6 – Diversity Office Update**

Ginny reported that a new Diversity Dialogue session will begin on January 19<sup>th</sup>. She encouraged the board members to sign up.

**Agenda Item 7 – Announcements**

None

**Agenda Item 8 – Announcement of Next Meeting**

The next meeting of the Tardeada Advisory Board will be Wednesday, February 9, at 6 p.m. at the Tempe Library.

**Agenda Item 9 – Adjournment**

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

**SECOND:** Narcie Espinoza seconded

The meeting adjourned at 7:30 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist