



**Minutes
Tardeada Advisory Board
Wednesday, April 13, 2011**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, April 13, 2011, 6:00 P.M., at the Tempe Public Library, 2nd Floor Board Room, 3500 S. Rural Rd., Tempe, Arizona.

(MEMBERS) Present:

Cindy Espinoza, Chair
Yvonne Albidrez
Joe Arredondo
Normalicia Blanco
Dora Bustoz
Manny Bustoz
Terry Gladney
Anthony Gutierrez
Jacinta Parra
Isabel Ruiz

(MEMBERS) Absent:

Jolyn Arredondo
Karen Arredondo
Narcie Espinoza
Lillie Parra-Moraga
Santos Vega

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:15 P.M.

Chair, Cindy Espinoza 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: Anthony Gutierrez moved to approve the Tardeada Board minutes of February 9, 2011

SECOND: Dora Bustoz seconded

DECISION: Passed unanimously

Agenda Item 4 – Vending Subcommittee Report

Cindy Espinoza reported on the March 30th Vending Subcommittee meeting. The committee discussed items that could be sold at the event and selected: arts and crafts such as jewelry, mosaics, leather goods, paintings, and farmer's market items such as fruits and vegetables and honey, jams and breads if they comply with the health codes. The committee will re-evaluate this list after the pilot year with the idea that future years could include items such as Mary Kay, Gold Canyon Candles, etc. It was decided that actual goods must exchange hands, and items such as insurance, real estate time shares, cell phone plans and/or phone cards will not be allowed to be sold. It was established that all vendors will be subject to the approval of the Tardeada Advisory Board.

The cost of the booth was discussed. Ginny reported that the costs to the city for a booth rental are \$135 for a 10' x 10' booth and \$165 for a 10' x 20' booth. The cost for an umbrella and table with skirting is \$62. The board discussed the possibility of charging extra to make a profit off the vendors. It was stated that for the pilot year it might be beneficial to keep the cost to the vendors low as we build the Mercado and evaluate its success.

MOTION: Joe Arredondo moved to not incur any income from the Mercado vendors for the pilot year except to recoup the City's costs.

SECOND: Dora Bustoz

DECISION: Passed unanimously

Agenda Item 5 – 2011 Tardeada Committee Sign-ups

Ginny Belousek passed around the committee sign-up sheet.

Agenda Item 6 – Sponsorship Update

Ginny reported that the sponsorship packets are ready and will be mailed out in the coming weeks. She has received a verbal commitment from APS for the presenting sponsorship. Other sponsors that look promising are Veolia Transportation and CareMore. The Board suggested Ginny contact Azteca Bridal and Pro Ranch Market.

Agenda Item 7 – Diversity Office Update

Ginny reported that the Human Relations Commission is creating a new Teen Diversity Dialogue program. She will update the Board as the program details are finalized.

Agenda Item 8 – Announcements

None

Agenda Item 9 – Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be Wednesday, June 8, at 6 p.m. at the Tempe Library.

Agenda Item 10 – Adjournment

MOTION: Isabel Ruiz moved to adjourn the meeting

SECOND: Joe Arredondo seconded

The meeting adjourned at 7:15 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist