



**Minutes
Tardeada Advisory Board
Wednesday, June 8, 2011**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, June 8, 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
JoLyn Arredondo-Gibbons
Normalicia Blanco
Narcie Espinoza
Terry Gladney
Anthony Gutierrez
Jaxinta Parra
Isabel Ruiz
Santos Vega

(MEMBERS) Absent:

Karen Arredondo
Dora Bustoz
Manny Bustoz
Lillie Parra-Moraga

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:10 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: Joe Arredondo moved to approve the Tardeada Board minutes of April 13, 2011

SECOND: Santos Vega seconded

DECISION: Passed unanimously

Agenda Item 4 – Vending Subcommittee Report

The Board reviewed the updated Vending Reservation Form.

MOTION: Joe Arredondo moved to accept the vending reservation and letter as written.

SECOND: Santos Vega

DECISION: Passed unanimously

With the approval of the forms, staff was directed to begin advertising the Mercado. Ginny reported that she had made a few calls to local artists, and there appears to be interest.

Agenda Item 5 – Arizona Centennial

Ginny Belousek shared information on the upcoming Arizona Centennial celebration. Amy Douglass is a member of the City's committee that is planning Tempe's participation and suggested that the Tardeada be identified as an event that could be tied into the centennial. The Tardeada already focuses on Arizona history, so we would just need to tie the Centennial into what we are already doing, such as the emcee notes, Museum exhibit, and the arts and crafts. Normalicia Blanco said the mariachis and folklorico dancers already depict the history of Arizona, and suggested that we also invite the charros back to do their roping performance. She also said that it would be very easy to incorporate history into her emcee notes.

The board discussed arts and crafts, and suggested that Ginny e-mail Joe Soto for permission to use his coloring book.

Agenda Item 6 – Sponsorship Update

Ginny reported that she is in discussion with Univision television and their radio affiliates for a possible sponsorship. Anthony Gutierrez suggested contacting Wal-Mart and Food City also.

Agenda Item 7 – Diversity Office Update

None.

Agenda Item 8 – Announcements

Santos Vega congratulated the ASU girls softball team for their recent victory.

Jaxinta Parra asked the board for their opinion about bringing in Hispanic cultural items from her era to the Tardeada, specifically a Low-Rider show. The board recommended that Jaxinta add it to the next meeting's agenda and report back with specifics. Jaxinta also said she is interested in bringing health-services awareness to the event.

Agenda Item 9 – Announcement of Next Meeting

The Board set the dates for the next three meetings of the Tardeada Advisory Board:

August 3, September 7 and October 5, all at 6 p.m. at the Tempe Library.

Agenda Item 10 – Adjournment

MOTION: Joe Arredondo moved to adjourn the meeting

SECOND: JoLyn Arredondo-Gibbons seconded

The meeting adjourned at 7:15 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist