



**Minutes
Tardeada Advisory Board
Wednesday, September 7, 2011**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, September 7, 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
Anthony Gutierrez
Jaxinta Parra
Lillie Parra-Moraga
Santos Vega

(MEMBERS) Absent:

Karen Arredondo
Dora Bustoz
Manny Bustoz
Terry Gladney
Isabel Ruiz

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 June 8, 2011

SECOND: JoLyn Arredondo-Gibbons seconded

DECISION: Passed unanimously

Agenda Item 4 – Arizona Centennial

Ginny Belousek reported to the Board that she submitted the application for the Tempe Tardeada to be an official Arizona Centennial event. Santos Vega wrote a letter of support, which was included in the application. The event was approved, and will be included in all Arizona Centennial publicity.

Agenda Item 5 – Schedule Subcommittee meetings

The board scheduled the subcommittee meetings as follows:
Scholarship committee – September 28, 10:30 a.m. at City Hall
Site Walk – September 19, 8:30 a.m. at the event site

Agenda Item 6 – Committee Updates

Entertainment – Normalicia Blanco reported that George Sanchez's band is unavailable for the Tardeada due to several band members having prior commitments. They will be replaced with Solucion Latina, a band who plays traditional cumbias. Other acts performing will be Folklor y Cultura Mexicana, Mariachi Corazon Latino, Buckets of Fun (a youth group playing music with trashcans and buckets), Frank School Choir, AZTex Band, Fiesta Mexicana, Rumba Azteca Dance Company, Zumba, and Power Drive Band. In addition, Sparky and the ASU cheerleaders will be at the event.

Ginny gave a sponsorship report. Due to Cindy Espinoza's contacts, Wells Fargo has signed up as a \$1,000 sponsor. Ginny said she never heard back from El Rancho markets after contacting them numerous times. IKEA will sponsor the event by attending and holding a raffle for a \$1,000 IKEA room. They will advertise the Tardeada in their stores, and they believe that the raffle will bring many people to the event. Univision has signed on as our TV sponsor, and La Kalle has signed on as our Hispanic radio sponsor.

Ginny reported that due to budget and staff cutbacks, the Community Services Department has pulled many of their staff from assisting with the Tardeada. One casualty of this is that Lona will no longer be staffing the arts and crafts. We have some staff assistance, but no one with the arts expertise of Lona. We will have craft booths, but the quality will be less than prior years.

Ginny reported that all prior food vendors will participate again (Sandstone Café, Mas a Mas Indian Frybread, T & C Kettlecorn, Guedos, Power Road Farmer's Market, Lakepark Concessions – horchata, and Tempe High Boosters). There is a new food vendor, Fette, who would like to sell kebabs, chicken nuggets and fries. Ginny passed out their proposed menu for approval.

MOTION: Joe Arredondo moved to approve Fette as a food vendor, with the stipulation that they pass the health department requirements.

SECOND: Lillie Moraga

DECISION: The motion passed unanimously.

Agenda Item 7 – Low Rider Exhibit

Jaxinta Parra reported that she would like to invite the Arizona Cruiser's Association, headed by longtime community activist Jose Cortez, to be part of the Tardeada. Jaxinta provided a Youtube video of Jose on a local television show talking about the AZ Cruiser's Association. The video was shown to the Board, and they agreed that it would be a great addition to the event. Santos Vega agreed, and stated that this car show would upgrade the thoughts people have about low-riders. Cindy Espinoza said the car show would be good for the teens attending the event. Jaxinta agreed, saying it could encourage youth to have a hobby. Santos suggested asking the AZ Cruiser's Association to give a presentation on "how to fix up a car", such as sanding, primer, paint.

- MOTION:** Santos Vega moved to add the low rider show on a trial basis this year to attract youth and teens to the Tardeada.
SECOND: Yvonne Albidrez
DECISION: The motion passed unanimously

Agenda Item 8 – Diversity Office Announcements

Ginny reported that the pilot Teen Diversity Dialogues program began last week with 8 participants.

Agenda Item 9 – Announcements

Cindy Espinoza informed the Board of the passing of Manny Bustoz's father. Santos Vega mentioned that author Linda Stryker wrote an article for the Emeritus College Newsletter and in it mentioned the Tardeada.

Agenda Item 9 – Announcement of Next Meeting

October 5, 6 p.m. at the Tempe Library, Board Room.

Agenda Item 10 – Adjournment

- MOTION:** JoLyn Arredondo-Gibbons moved to adjourn the meeting
SECOND: Lillie Parra-Moraga seconded

The meeting adjourned at 7:15 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist