



**Minutes
Tardeada Advisory Board
Wednesday, April 11, 2012**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, April 11, 2012, 6:00 P.M., at the Tempe Public Library, 2nd Floor Board Room, 3500 S. Rural Rd., Tempe, Arizona.

(MEMBERS) Present:

Cindy Espinoza, Chair
Tommy Albidrez
Yvonne Albidrez
Joe Arredondo
JoLyn Arredondo-Gibbons
Normalicia Blanco
Terry Gladney
Anthony Gutierrez
Lillie Parra-Moraga
Jaxinta Parra
Isabel Ruiz

(MEMBERS) Absent:

Dora Bustoz

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: JoLyn Arredondo-Gibbons moved to approve the Tardeada Board minutes of December 7, 2011.

SECOND: Joe Arredondo seconded

DECISION: Passed unanimously

MOTION: Lillie Moraga moved to approve the Tardeada Board minutes of February 8, 2012.

SECOND: Isabel Ruiz seconded

DECISION: Passed unanimously

Agenda Item 4 – Committee Sign-Ups

Ginny welcomed new Board member Tommy Albidrez. The board then introduced themselves, and welcomed Tommy. Ginny stated that there are currently three vacancies on the Board. The City Clerk's office informed Ginny that they were unable to contact the other person who was recently appointed to serve, so he has been removed from the roster. Several board members stated that their friends and/or family had recently applied and wondered about the timeline for another round of appointments. Ginny said she would check with the City Clerk's office and report back next month.

The Board then discussed the possibility of asking to have the residency requirements deleted for the board, in view of the fact that many people grew up in Tempe, but have since moved to outlying communities. After discussion it was decided to keep the requirements in place.

Ginny then passed around the Committee sign-up sheet, and gave a brief overview of each subcommittee's responsibilities.

Agenda Item 5 – Sponsorships

Ginny reported that APS is unable to continue their presenting sponsorship due to budget cuts; however they will continue to be involved at a lower category. To offset the lost APS sponsorship, Ginny submitted paperwork for a \$10,000 Gila River Indian Community grant, and has registered to submit grant applications with Intel and SRP. The board then discussed possible businesses to contact for sponsorships such as Food City, Wells Fargo, Wal-Mart, Target, Walgreens, Frys, CVS, Q-T, Albertsons, Cox, Century Link, Banner, Mimi's Café, Someburros, Boeing, State Farm, Tempe Cinemas, and the Hispanic Chamber of Commerce. The board was asked to contact Ginny with contact names and numbers of other possible sponsors. Additionally, the board decided to add a \$500 Sponsorship category to attract smaller businesses who cannot afford the current \$1,000 minimum.

Agenda Item 6 – Diversity Office Updates

No update.

Agenda Item 7 – Announcements

Cindy Espinoza reported that her mother, Narcie, fell and broke her hip. She is currently recuperating at Friendship Village in room 203, and would love to have visitors. Normalicia Blanco said that she had not heard about Clara Urbano's or Mrs. Soto's passing until recently. She asked that news such as this be passed on to the entire Tardeada Board.

Agenda Item 8 – Announcement of Next Meeting

Wednesday, June 13, 6 p.m.

Agenda Item 9 – Adjournment

MOTION: JoLyn Arredondo-Gibbons moved to adjourn the meeting

SECOND: Lillie Moraga seconded

The meeting adjourned at 7:05 p.m.