Minutes
Tardeada Advisory Board
Wednesday, August 8, 2012

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, August 8, 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
Dora Bustoz
Terry Gladney
Anthony Gutierrez
Lillie Parra-Moraga
Isabel Ruiz

(MEMBERS) Absent:
Eva Marin
Jaxinta Parra

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 13, 2012
SECOND: Lillie Moraga seconded
DECISION: Passed unanimously

Agenda Item 4 – Introduction of New Board Member

This item will be tabled for the next meeting, as new board member Eva Marin was unable to attend today.

Agenda Item 5 – Hispanicities

The board welcomed Vanessa Fonseca, from the Hispanidades Project, and Raul Chavez from the Boys and Girls Club, North Tempe Branch. Vanessa made a presentation on the "Hispanicities" project. The program is open to junior high and high school aged Boys and Girls Club North Tempe members. The youth will explore Tempe's Hispanic neighborhoods through the use of technology by working in groups to interview various family and community members as well as community businesses and organizations that have been an integral part of Tempe's Hispanic historical history. They will then produce a film festival highlighting the digital histories they created throughout the program. Vanessa explained that she would like the youth to become involved in the Tardeada as volunteers. She also said she would like to bring community members in to talk to the children about growing up in the Tempe barrios. The board suggested using the volunteers in the Museum with the Family Albums exhibit, and also to assist Dr. Santos Vega in his Oral History booth. In addition, the board shared both Santos Vega and Irene Hormell's contact information and suggested Vanessa contact them for assistance with getting speakers for her program.

Agenda Item 6 – Subcommittee Reports

a. Food – Ginny reported that all vendors from last year have given verbal commitment to sell at this year's event, with the exception of Sandstone Café, who moved out of state. Confirmed food vendors are: Guedo's Taco Shop, T & C Kettlecorn, Power Road Farmer's Market, Fette, Mas a Mas Indian Fried Bread, Tempe High Boosters, and Lakepark Concessions (horchata).
b. Entertainment – Normalicia reported that she and Anthony are working on finalizing the entertainment line-up. Confirmed are Power Drive, Marty and the Party, the Roping Reynosos, Fiesta Mexicana and Sparky. Lillie Moraga inquired if Dr. George Sanchez's band has been contacted. Normalicia responded that Anthony has called numerous times, but has been unable to make a connection. Normalicia will continue to attempt to reach him.
c. Site Plan – the site plan committee will schedule a site-walk after the September meeting.
d. Sponsorship – Ginny reported on sponsorship activity. IKEA has been confirmed as the scholarship sponsor, SRP has committed money and in-house printing, Rio Salado College has confirmed $500, and Wells Fargo has committed $1,000. Ginny is in a last minute pitch to get additional sponsors confirmed before the water bill inserts are printed, and is hopeful that the Arizona Lottery and will sign on this month. Joe Arredondo asked for an e-mail with a list of all the confirmed sponsors. Ginny said she will send it will send it tomorrow. Ginny said that with new sponsors on board this year, along with the partnership between Tardeada and "Our House Tempe", there is money to hang the street pole banners.

MOTION: JoLyn Arredondo-Gibbons moved to update and hang the street pole banners.
SECOND: Dora Bustoz seconded.
DECISION: Passed unanimously

e. Scholarship – Ginny reported that the scholarship packets have been both mailed and e-mailed to all Tempe High School District guidance counselors and to a list of local private and charter high schools. The committee will schedule the scholarship selection meeting next month.
f. Tortilla – The committee requested the same spot as last year, and asked for a rental grill.

g. Coloring Contest – Ginny said the coloring contest sheets are ready for distribution. JoLyn said she will have the roster numbers from the district after August 25th.

Agenda Item 7 – Announcements

Lillie Moraga asked if the Board will get new shirts this year. Ginny said she will look into it, and requested shirt sizes.

Agenda Item 8 – Selection of Next Meeting Date

The next meeting will be held on Wednesday, September 12th at 6 p.m.

Agenda Item 9 – Adjournment

MOTION: Joe Arredondo moved to adjourn the meeting
SECOND: Lillie Moraga seconded

The meeting adjourned at 7:15 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist