

**Minutes
Tardeada Advisory Board
Wednesday, April 10, 2013**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, April 10, 2013, 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
Eva Marin
Hugo Tapia

(MEMBERS) Absent:

Terry Gladney
Jaxinta Parra

Guests Present:

Anthony Gutierrez

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 – Call to Order

Meeting convened at 6:05 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 February 13, 2013

SECOND: Eva Marin seconded

DECISION: Passed unanimously

Agenda Item 4 – Committee Reports

- Food Committee – Ginny reported that she has begun contacting last year's food vendors. To date no vendor has made a commitment to the 2013 Tardeada. She will call a meeting of the food committee in the next month to strategize. She reported that she has made contact with a churro vendor, who has the same product as our previous Food City churro vendor, and they have made a verbal commitment. Ginny also suggested looking into having Food Trucks at the event.
- Sponsorship – Ginny brought copies of the sponsorship packet and asked the board to begin seeking sponsors. A sponsorship packet mailing will be made to the members of the Hispanic Chamber of Commerce, and Ginny has begun e-mailing and calling past sponsors to commit again for this year. Ginny reported that the Tardeada will lose the coloring contest sponsor, Veolia Transportation this year. Joe Arredondo suggested contacting the Tempe Schools Credit Union to see if they are interested in this category, as they are in the process of rebranding and may want some exposure. The board discussed accepting sponsorships from alcohol vendors, and decided to keep the previous practice of not allowing them. Other suggested potential sponsors were Walmart, Sams Club, Costco and Macys.

Hugo said he spoke with the Phoenix FC Soccer team and they are very interested in participating in the Tardeada. Five members of their team are Tempe area locals. The board discussed providing them with a booth and 10-15 minutes of stage time. We will work on logistics regarding soccer demonstrations and other team participation.

- Mercado – Ginny reported that she called the Maricopa County Food Department to research the requirements for vendors to sell food items such as jams and salsas. Vendors must prepare their foods in licensed kitchens and have food processor permits. This information is on the County website, under special events. Ginny said she registered the Tardeada on the Arizonafestivalguide.com website, which will attract food and Mercado vendors to the Tardeada.
- Reception – Ginny reported that she spoke with the Museum and they are willing to work with us on a scaled down reception. The board directed Ginny to look into this further.

Agenda Item 5 – Diversity Department Update

Joe Arredondo congratulated the Diversity Office for receiving the 2013 National League of Cities Diversity Award.

Ginny thanked JoLyn Arredondo-Gibbons for her participation in the city's 2040 Planning Committee, representing the Tardeada Advisory Board.

Agenda Item 6 – Announcements

Cindy Espinoza reported that Narcie won the 2013 Arizona Latino Trailblazers award, and was able to attend the reception on March 27th. She passed around the Latino Perspectives Magazine with the write-up on Narcie for all to read.

Agenda Item 7 – Announcement of Next Meeting

The dates for the next meetings are:

June 12
August 14
September 11
October 2 (Ginny will check on room availability)

The meetings will all be at 6 p.m. in the Library Board Room.

Agenda Item 8 – Adjournment

MOTION: JoLyn Arredondo-Gibbons moved to adjourn the meeting

SECOND: Hugo Tapia seconded

The meeting adjourned at 7:00 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist