

**Minutes
Tardeada Advisory Board
Wednesday, August 14, 2013**

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, August 14, 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
Jaxinta Shaffer
Hugo Tapia

(MEMBERS) Absent:

Guests Present:

Anthony Gutierrez

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist
Amy Douglass, Museum Administrator
Jared Smith, Museum Curator

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: JoLyn Gibbons moved to approve the Tardeada Board minutes of April 10, 2013

SECOND: Joe Arredondo seconded

DECISION: Passed unanimously

Agenda Item 4 – Museum Update

The board welcomed Amy Douglass and Jared Smith from the Tempe History Museum to the meeting. Jared updated the Board on the Family Albums. He said that existing albums can be updated by checking them out of the Museum and bringing them back by the date of the Tardeada. The Museum has extra pages should anyone need them. The original books were purchased with a grant from the AZ Humanities Council and there are no more available. However, new books can be started, and the Museum will work with individuals to find places to purchase one. The Museum would like any new books to be of a smaller size. There are currently approximately three dozen books, and when displayed they take up all of the Museum's Community Room space. Jared reported that some albums contain multiple families. These albums contain family trees, photos, and stories. They do not contain original photos; the Museum scans all photos. If you would like to see an album or check an album out, please contact the Museum in advance to make an appointment.

Agenda Item 5 – Subcommittee Reports

- a) **Food** – Ginny reported that the following vendors have agreed to participate in the Tardeada: Power Road Farmers Market (roasted corn), Lake Park Concessions (horchata), Jamba Juice, Fette (hamburgers, hot dogs, chicken fingers), Mas a Mas (Indian Fry Bread), Paletas Betty (frozen fruit pops), Tempe High School Boosters (raspadas), T & C Kettlecorn, and Guedos. Ginny said that unfortunately the churro vendor is unavailable to attend this year. Ginny said she had a request from a vendor, Kooltwists Ice Cream, to participate. She passed around photos of their trailer and menu. After discussion about the size of the trailer, and the current amount of snack food being sold, as well as a duplication of menu items, the Board agreed to decline the Kooltwist application. Then followed a discussion on the need for more food, as we have many snack vendors. JoLyn Gibbons agreed to visit a new restaurant, Costa Vida, to find out if they are interested in participating. Another suggested restaurant was El Ray Torta.
- b) **Entertainment** – Normalicia Blanco reported on the entertainment line-up. In conjunction with Chapito Chaverria's upcoming 100th birthday, the MIM is planning a concert and documentary in his honor that would air a few weeks after the Tardeada. Normalicia is working with MIM and Chapito to do something during the Tardeada. Normalicia said the following groups are confirmed to perform: Power Drive, Mariachi Corazon, The Roping Reynosos, Marty and the Party, New Frequency, Fiesta Mexicana Dance Co., a flamenco group, and the Frank School Choir. The Mayor will go on stage at 4 p.m.
- c) **Site Plan** – Ginny reported that she is scheduled to meet with the new rental company tomorrow morning at 9 a.m. at the Museum. She invited members of the site plan subcommittee to attend, if available. The actual site-walk meeting will be scheduled at next month's Tardeada Advisory Board meeting.

- d) **Sponsorship** – Ginny reported that sponsorship dollars are very low this year. Confirmed sponsors are: Main Stage Sponsors – APS and AZ Lottery, Scholarship Sponsor – AT&T, Coloring Contest Sponsor – The Tempe Republic, Media Sponsors – KISS FM, Mega Radio 104.3, La Voz, TV y Mas, General sponsors – Mundo Latino Entertainment Productions, The Game Truck, SRP, Donate for Life Arizona, Hospice of the Valley, and Wells Fargo. We do not have a Presenting Sponsor or a Food Court Sponsor.
- e) **Scholarship** – Ginny reported that the scholarship packets have been e-mailed to the high school guidance counselors, and has been uploaded to the Tardeada website. The board scheduled the evaluation meeting for Thursday, September 19th at 4 p.m. Ginny will check on the availability of the Library Board Room
- f) **Tortilla** – no report
- g) **Coloring Contest** – JoLyn Gibbons reported that she will have the school number count after the 10th day of school and will send it to Ginny.

Agenda Item 6 – Phoenix FC Soccer Update

Hugo Tapia reported that he has been speaking with Erica Martinez from the Phoenix FC Soccer Club about their presence at the Tardeada. They will have five players in town for the Tardeada. We will provide them with a booth and give them 5-10 minutes of stage time to show some soccer moves. Open play with the Soccer Club will be set up on site. For more information on the group, visit www.phoenixfc.com.

Agenda Item 7 – Announcements

The board asked Ginny to check on the status of some Tardeada Advisory Board applications that were submitted to the Clerk's office. Rod Miller, Irma Horton and Mary Padilla have submitted applications but have not been contacted.

Agenda Item 8 – Announcement of Next Meeting

The dates for the next meetings are:

September 11
October 2

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

Agenda Item 8 – Adjournment

MOTION: Joe Arredondo moved to adjourn the meeting

SECOND: JoLyn Gibbons seconded

The meeting adjourned at 7:30 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist

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