Minutes
Tardeada Advisory Board
Wednesday, September 12, 2012

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, September 12, 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
Eva Marin
Jaxinta Parra
Lillie Parra-Moraga
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: Lillie Parra-Moraga moved to approve the Tardeada Board minutes of August 8, 2012
SECOND: Joe Arredondo seconded
DECISION: Passed unanimously

Agenda Item 4 – Introduction of New Board Member

New board member Eva Marin introduced herself to the board. Eva is a Tempe resident and grew up in Phoenix. She is married with four children and is an East Valley realtor. Eva has been interested in the Tardeada Advisory Board for some time, and is very happy to have been appointed.

Agenda Item 5 – Tardeada Board Member Shirts and Badges

Based on the request from last month's meeting, Ginny researched some shirts for the Tardeada Board. She passed around photos of both a men's and women's camp shirt and polo shirt. Ginny said that the cost of a camp shirt would be approximately $45-50 after the logos are embroidered. JoLyn Arredondo-Gibbons said that she gets a much lower price for the shirts she purchases for her employees, and recommended that Ginny contact Fan Grabber Sportswear. The board discussed shirt color and recommend that Ginny pursue JoLyn's contact for an inexpensive polo in either blue or red, based on which color works best with the Tardeada logo.

Agenda Item 6 – Schedule Subcommittee Meetings

a. Scholarship – The board scheduled the scholarship subcommittee meeting for Tuesday, September 25th at 10 a.m. at City Hall on the 2nd Floor. Lunch will be provided.
b. Site-walk – The board scheduled the site-walk subcommittee meeting for Monday, October 1st at 9 a.m.

Agenda Item 7 – Subcommittee Reports

a. Food – Ginny reported that since the last meeting, Palenta Betty's and Jamba Juice have signed on as food vendors.
b. Entertainments – Normalicia Blanco reported that all the entertainment has been finalized. She was finally able to make contact with Dr. Sanchez, and his band has signed on to perform. Normalicia worked at the Empowering Women's Expo and spoke about the Tardeada to the crowd. In addition, she is on the Hispanic Women's Conference committee and will make sure the Tardeada flyers are included in all the give-away bags.
c. Sponsors – Ginny reported that since the last meeting the Arizona Lottery has signed as a Main Stage Sponsor.
d. Tortilla – The tortilla-making presentation will take place from 1 – 2:30 p.m. The committee asked Normalicia to confirm with the sound engineers that speakers and microphones will be set up in the food court area.

e. Coloring Contest – Ginny reported that the coloring contest sheets are ready and will be delivered to the Tempe Elementary School District Office this week. Joe Arredondo said that Karen Arredondo will call the district office to let them know the coloring sheets are coming.
f. Museum – Jaxinta will work in the Community Room assisting with the Family Albums. She volunteered to work between 3-3:45, and again from 4:15 – 6 p.m.
g. Publicity – Ginny brought the Tardeada flyers and distributed them to the board. She reported that the posters and bookmarks will be in next week, the street pole banners are going up the week of September 17th, and she shared the dates that the Tardeada ads will run in the Arizona Republic. Finally, Ginny encouraged the board to take a look at the new Tardeada website at www.tempe.gov/tardeada.

Agenda Item 8 – Booths

Ginny asked for direction from the board regarding a booth situation. She received a booth request from Nancy Godoy from the ASU Archives & Special Collections department, Chicano/a Research Collection. Ginny informed them that since ASU is a for-profit organization they would need to become a sponsor to get a booth, much like Rio Salado Community College who pays for their booth. Nancy responded that her booth would be similar to that of Santos Vega's in that they will be talking about oral histories and preserving Latino history. She questioned Santos' free booth in that he sold books last year. Ginny reminded the board that last year we tried to create a Mercado, and that Santos was allowed to sell books as part of the Mercado. This year there will be no Mercado, so no book sales should be allowed.

The board suggested that Nancy share a booth with Santos, as a combined "oral history" booth, and that Santos not be allowed to sell his books. If, however, Nancy prefers her own booth then she will need to become a paying sponsor. The board further suggested that Ginny call Santos first to get his approval on sharing his booth before offering this option to ASU.

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

Agenda Item 9 – Announcements

Ginny invited the Board to attend the upcoming "Who's Your Neighbor" program. It will be held on Wednesday, September 19th at noon in the City Council Chambers. The topic will be "Veterans – Then and Now", and the speaker is David Lucier, founder of the Arizona Veteran's & Military Leadership Alliance. Ginny also reported that the next session of the Teen Diversity Dialogue Program is starting on September 18th.

Agenda Item 10 – Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be October 3rd at 6 p.m.

Agenda Item 11 – Adjournment

MOTION: JoLyn Arredondo-Gibbons moved to adjourn the meeting

SECOND: Lillie Moraga seconded

The meeting adjourned at 7:30 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist