

Minutes Tardeada Advisory Board Wednesday, December 12, 2012

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, December 12, 2012, 6:30 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 Normalicia Blanco Dora Bustoz Jaxinta Parra Lillie Parra-Moraga Isabel Ruiz

(MEMBERS) Absent:

JoLyn Arredondo-Gibbons Terry Gladney Anthony Gutierrez Eva Marin

City Staff Present:

Ginny Belousek, Sr. Diversity Specialist

Agenda Item 1 - Call to Order

Meeting convened at 6:35 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 September 12, 2012

SECOND: Lillie Parra-Moraga seconded

DECISION: Passed unanimously

Agenda Item 4 - Tardeada 2012 Wrap-Up

The board went around the table to discuss the recent Tardeada. Among the comments were:

- Overall, the event was very successful, with wonderful music, food, and community booths.
- The Tempe High Boosters booth blocked the Museum entrance. The board would like it relocated
 to either the food court, or to another location amongst the other community booths. It was
 suggested to put it immediately west of the Museum entrance, on the sidewalk heading towards
 the Food Court.
- The event attendance was lower than prior years, and it was suggested this was due to too many events in the valley on the same day. The Oktoberfest, which historically has been held the first weekend in October, has moved their dates to conflict with the Tardeada. In addition, the Race for the Cure and a Cardinals football game were also held on the Tardeada date this year. Also mentioned was that the schools were going off Fall Break, with the children starting back to school the next day. The Board asked Ginny to research the dates of October 6, 13, and 20, 2013 for event conflicts and report back at the next meeting.
- The Tortilla-making demonstration was in the sun. It was suggested to order a few umbrellas to put out by the audience chairs. It was also suggested to move the chairs closer to the demonstration tables.
- The board members working the Museum Family Albums were asked if resources were available to make new family albums, or to supplement existing family albums. Ginny said she will check with the Museum staff and report back at the next meeting.
- In an effort to increase sponsorship opportunities, the board suggested bringing the Reception back, perhaps restructured. Ginny suggested putting this item on the agenda at the next meeting for discussion.
- It was suggested to look into the idea of having a Mercado at the next event. Ginny said she will place this item on the next month's agenda.

Agenda Item 5 – Outgoing Board Member Recognition

Board members Dora Bustoz, Anthony Gutierez, Lillie Parra-Moraga and Isabel Ruiz were presented a parting gift and thanked for their services to the Tardeada.

Agenda Item 6 – Board Elections

Tabled for next month's meeting

<u>Agenda Item 7 – Diversity Department Update</u>

Ginny informed the Board of three upcoming events: The MLK Diversity Awards Breakfast, which will take place on January 21st at 9 a.m. at the Buttes Resort; the next Diversity Dialogue Series, which begins on January 22nd; and the Regional Unity Walk, which will take place on February 2nd.

Agenda Item 8 - Announcements

None

Agenda Item 9 - Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be February 13th, at 6 p.m.

Agenda Item 10 - Adjournment

MOTION: Joe Arredondo moved to adjourn the meeting

SECOND: Dora Bustoz seconded

The meeting adjourned at 7:45 p.m.

Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist