Minutes
Tardeada Advisory Board
Wednesday, February 13, 2013

Minutes of the TARDEADA ADVISORY BOARD held on Wednesday, February 13, 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
Terry Gladney
Eva Marin
Jaxinta Parra
Hugo Tapia

(MEMBERS) Absent:
Normalicia Blanco

City Staff Present:
Ginny Belousek, Sr. Diversity Specialist
Blanca Villapudua, Library Specialist II

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 December 12, 2012
SECOND: JoLyn Arredondo-Gibbons seconded
DECISION: Passed unanimously

Unapproved

Agenda Item 4 – Welcome New Board Member, Hugo Tapia

Hugo Tapia, new Tardeada Board member, introduced himself. Hugo was born in Mexico and raised in Yuma. He attended Arizona State University and currently operates a private psychology practice. The board gave Hugo a warm welcome.

Agenda Item 5 – Board Elections

MOTION: Joe Arredondo moved to nominate Cindy Espinoza for Tardeada Chair
SECOND: Yvonne Albidrez seconded
DECISION: Passed unanimously

MOTION: Joe Arredondo moved to nominate Yvonne Albidrez for Tardeada Vice-Chair
SECOND: JoLyn Arredondo-Gibbons seconded
DECISION: Passed unanimously

Agenda Item 6 – Tardeada Date

The Tardeada has historically been held on the second Sunday in October, which would make the 2013 date October 13. But, due to other local events recently changing their dates, conflicts with this weekend have occurred and attendance at the Tardeada has dropped slightly. At the December meeting the Board asked Ginny to research possible conflicting events such as the Oktoberfest, Race for the Cure, AZ Cardinals games, and also when the school fall break is scheduled. Ginny reported back that the Oktoberfest is scheduled for October 11-13, Race for the Cure is October 13th, the Cardinals schedule has not yet been publicized, and the fall break for schools is October 7-11. JoLyn Arredondo-Gibbons said she would prefer the Tardeada to be held the Sunday before Fall Break, as families are more likely to go out when there is no school the following day. After discussion, the board made the following motion:

MOTION: Joe Arredondo moved to select October 6 as the 2013 Tardeada date
SECOND: Hugo Tapia
DECISION: Passed unanimously

Agenda Item 7 – Reception Discussion

The board discussed the possibility of bringing the reception back in a revised format. It was suggested that Ginny talk with the Museum staff to see if they will be doing any Hispanic Heritage Month programming and suggested possibly connecting the reception to their program. Ginny said she will look into that possibility.

Agenda Item 8 – Mercado Discussion

In an effort to add a new element to the Tardeada the committee discussed creating a Mercado. Ginny suggested using the Vihel Building and setting up tables in the main auditorium, which would save the vendors the cost of renting booths. The board discussed criteria for sales, and it was suggested that the Mercado subcommittee create criteria so the Mercado does not turn into a garage sale atmosphere. The board discussed allowing farmer's market items, artwork, books and pottery as suggested items for sale. Ginny said she will contact the County to find out food sale guidelines for items such as salsa and jams.

Unapproved

Agenda Item 9 – Sub-Committee Sign-Up

Ginny passed around the sign-up sheet for the Tardeada sub-committees and asked everyone to please sign up for a committee or two. Ginny asked if there is a need for the Museum subcommittee, and it was decided that we can forego that committee and simply ask Amy Douglass to attend an upcoming Tardeada meeting to give an update on the Family Albums.

Agenda Item 10 – Meeting with Mega Radio 104.3

Blanca Villapudua reported that she and Ginny recently met with the representatives from Mega Radio regarding their sponsorship of the Tardeada. The radio is very excited to be a part of the Tardeada again this year and would like to help out wherever they can. They offered their help in coordinating a low-rider show and bike exhibit, saying there are large followings for these shows, which can bring in many people to the Tardeada. They suggested having awards for Best of Show, Most Popular and the Mayor's Award. Mega Radio also has contacts with sports teams and suggested bringing in a baseball player (if the Diamondbacks are in the play-offs in October this may be difficult.)

Discussion turned to the idea of creating opportunities to partner with local sports teams, such as Diamondbacks or ASU Baseball teams and having interactive booths with hitting and pitching clinics. Hugo also suggested soccer clinics, and stated that Arizona has a new professional soccer club, the Phoenix FC, that plays at the ASU Soccer fields. Hugo volunteered to contact them.

Agenda Item 11 – Announcements

Cindy Espinoza reported that Narcie Espinoza won an award for the Arizona Latino Trailblazers. The awards ceremony will be March 27th from 5:30 – 8 p.m. at the Phoenix Art Museum.

Agenda Item 12 – Announcement of Next Meeting

The next meeting of the Tardeada Advisory Board will be Wednesday, April 10th at 6 p.m. at the Tempe Public Library Board Room.

Agenda Item 13 – Adjournment

MOTION: JoLyn Arredondo-Gibbons moved to adjourn the meeting
SECOND: Yvonne Albidrez seconded

The meeting adjourned at 7:20 p.m.

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Prepared and submitted by Ginny Belousek, Sr. Diversity Specialist

Unapproved