



Minutes  
Park, Arts & Recreation Commission Meeting  
Wednesday, April 13, 2016  
6:00 P.M. City Hall, Yosemite Room

**COMMISSIONERS PRESENT:** Brent Bohlender, Larry Yeakel, Lakneshi Diaz, Hannah Noonan, Nicole Larson, and Michael Foster.

**COMMISSIONERS ABSENT:** Michele Morse

**STAFF PRESENT:** Erik Schulze, Carla McLaughlin and Amber Traini

**1. CALL TO ORDER**

Meeting called to order by Commission Chair Bohlender at 6:00 p.m.

**2. ANNOUNCEMENTS / INTRODUCTIONS / CORRESPONDENCE:**

**3. CONSENT CALENDAR:**

Motion was made to accept the minutes of the February 10, 2016 Regular Meeting by Michael Foster and a 2<sup>nd</sup> by Hannah Noonan. Motion passed unanimously. Motion was made to accept April update on Parks, Recreation and Public Facilities made by Hannah Noonan and 2<sup>nd</sup> by Nicole Larson. Motion passed unanimously.

**4. DECLARATION OF CONFLICT OF INTEREST AND DISQUALIFICATION: None**

**5. STAFF COMMENTS: None**

**6. PUBLIC PARTICIPATION: None**

**7. PUBLIC HEARING: None**

**8. SCHEDULED MATTERS:**

**Discussion / Action Items**

**A. Action: Evaluate and score the 2016/2017 Community Events and Activities Grant funding requests for the following organizations: 2017 Central Valley Brewfest, 2016 Central Valley Vinofest, Bring on the Ruckus Car and Concert 2017, 4<sup>th</sup> of July Parade, Turlock 4<sup>th</sup> of July Fireworks, Children's Book Fair, 2017 Monster Truck Spring Nationals, 2017 Monster Truck Fall Nationals, 50<sup>th</sup> Assyrian State Convention, Central Valley Senior Showcase, Assyrian Festival, Tournament of Champions, Stanislaus County Fair and transmit the scoring sheet information to the City Council for action – Erik Schulze**

- 2017 Central Valley Brewfest – Veronica Camp

Veronica reported that they had very successful events the last few years. This event focuses on sampling of several different brews, music and art. Funds will be used for radio & social media, rate increase for facility and additional security and restrooms.

Commission Comments: Larry inquired on the art and charity. The art is from Art Expressions and the charity will receive the amount requested by the charity, 10% - 15%. The artists even did live drawings at the event.

- 2016 Central Valley Vinofest - Veronica Camp  
This event focuses on wine. Funds will be used for marketing, advertising and increase to move event to the fairgrounds. Art will be included in this event too.

Commission Comments: Can other local artists come in to the event too? The charity that they work with will allow for other artists to come and display along with Art Expressions of San Joaquin.

- Bring on the Ruckus Car and Concert 2017 – Yeshi Wisneiowski  
Funds will be used for location and entertainment. Due to rain they did not have as good of a turnout last year and live entertainment had to be canceled. They picked are planning to move their date to May to avoid bad weather.

Commission Comments: Lakneshia asked if they would allow for local entertainment. They had all local entertainment last year, but had to cancel due to rain and the hazards with the use of outside electricity.

- 4<sup>th</sup> of July Parade – Gina Loretelli  
Funding will be used for Kid Zone Activities, entertainment and live music. They will be working together with the Turlock 4<sup>th</sup> of July Fireworks for dual promotion.

Commission Comments: Budgeting – Brent questioned how she came up with the budget for the out of town numbers. They went off of last year’s budget and not everyone stays the night. Would you have to cancel the event if you did not get the funding? The event would not be canceled this year.

- Turlock 4<sup>th</sup> of July Fireworks – Karen Moss  
New CEO to Chamber. The \$5,000 in funding will be for marketing and promotion. They will be marketing to all communities in this area that do not offer fireworks. They need the entire \$5,000 for marketing. This is an annual, local event that is free of charge.
- Children’s Book Fair – Lisa McDermott  
Director of the Carnegie. This event relates to the Centennial celebration in the Fall for advertising for the “100 years of original illustrations from the Art Kandy Collection” which all folds into a children’s book fair. Hopefully they will have 30 authors from different areas around the state. Two day event so artists will be staying the night. Event will be free of charge. Hoping to have 500- 800 people per day.

Commission comments: If you don’t get the funding will you still have the event? We will still do the event, we just will not be able to offer as much at the event. Nicole asked if you use student volunteers from CSUS what would they be doing. The volunteers would be assisting with

moving authors around to appointed locations, help with gift shop and marketing. We would also be advertising to elementary schools. Would there be any transportation opportunities available for school children that don't have transportation to the event? There has not been any requests yet, but we would certainly be willing to look into this if there are request. There will be tours for the schools too.

- 2017 Monster Truck Spring Nationals – Sharlene Borba & John  
Just recently they lost their president to a very tragic accident. It has been hard to pull everything together, but they will get through this tragic loss. The funding would be used for advertising for the event. The events are really cool. Everyone can walk right up to a monster truck and touch it.

Commission comments: Nicole asked if the estimated impact of the number of nights people come is usually 3 days even though it is a 2 day event. They come in the night before the event starts.

- 2017 Monster Truck Fall Nationals – Sharlene Borba & John  
This event will be in October. The funding will be used to advertise for the event. They will also be here for the fair. Turlock City logo goes on crew shirts and banners and will be with them everywhere they go, on their website and social media. They also have television recognition and have had famous visitors including Jay Leno.
- 50<sup>th</sup> Assyrian State Convention – Sam David  
Thank you for last year's contribution. Funding will be used to reserve parks, pay for transportation and rent gymnasiums for athletic tournaments. They have up to 30 teams throughout the state that will participate in the events. Expecting 7,000 to 10,000 people.
- Central Valley Senior Showcase – Frankie Tovar  
All-star exhibition basketball games to showcase the best senior boys and girls. Funding will be used for organizing of the event. This event brings together to showcase the best senior basketball players from around the area and reward them for their hard work and dedication. They also provide scholarships.

Commission Comments: Lakneshia appreciates explanation of the event. Larry asked how are the scholarships determined. MVP is chosen from each team and they receive the scholarship and it is also given for ticket sales. Grant money for marketing and organize and sponsorship is used for scholarships. Brent: How does it work with all the other all-star events going on that time of the year? They try to work around other events to avoid conflicts with other all-star games. This events is only open to seniors.

- Assyrian Festival – Adrenna Alkhas  
Their first event was last year. Last year's funding helped to promote the festival and they had 15,000 people in attendance. The funding will go to radio, print, online, social media and promote their culture. This year they will focus on the history of Assyrians in Turlock.

Commission comments: Brent said advertising was very well done. This year they will raffle off a car. Nicole asked if they were able to determine how many attendees were not local residents. They had approximately 5,000 that came from out of town. The rooms booked were

only 20. That is a small amount for the amount of people, but lot of people stay with family when visiting. They had people that came from and a few from Arizona.

- Tournament of Champions – Mike Matoso  
Largest tournament on the West coast. Lots of family travel from outside of area and lots of people come for 3 days. Huge tournament and brings in over 1,000 visitors to the area. Funds will be used for equipment, programs, advertising.

Commission comments: Brent thought there could have done better advertising. This is such a taxing tournament for our staff, but we do as best as we can. They have 26 teams that participate with a minimum of 24 players and 3 coaches for each team.

- Stanislaus County Fair – Adrenna Alkhas  
Marketing director for the fair. This year will be the 105th year for the fair. Lots of volunteers and sponsors to help support this fair. This funding helps to support the fair with marketing/promotions, attractions/exhibitions, and entertainment. The State has cut the funding to Fairs so we rely on this funding to support the fair.

**9. COMMENTS BY COMMISSIONERS:**

- Hannah – I wanted to thank everyone for everything. I will be moving to Tuolumne so this will be her last commission.
- Brent – 4a is reversed on scoring sheet. Non-profit and profit on scoring sheet?
- Lakneshia – Love the Acts of kindness logo. My car broke down in the middle of road and someone came out and helped me.
- Larry – Single entity presenter vs. two of the same entity. Should there be some kind of scoring because of this? Something to think about.

**10. ADJOURNMENT:** Motion to adjourn the meeting at 7:30 p.m.