



City Events and Recognitions Committee

Tacoma Municipal Building, 747 Market Street, 9th Floor Visibility Center

October 13, 2014

Chair Smith called the meeting to order at 6:05 p.m.

Committee Members Present: Roslyn Smith, Valentine Smith, Erin Lee, and Deidre Evans (by phone)
Staff Present: Christina Watts, John Miller

Agenda Item

Approval of the minutes from September 22, 2014

Chair Smith introduced the item. The Committee passed the item

Agenda Item

City of Destiny

a. Application Review

Chair Smith introduced the item and called on Vice Chair Smith to begin discussion. Vice Chair Smith asked whether the committee should try to reduce the number of award categories on the application or wait until applications are received and then be more selective of the number of winners. He said he thought the committee should wait to see what nominations are received. Ms. Lee said she agreed with that approach.

Chair Smith said she was concerned about if only one nomination was received in a category. Would the committee then have to select that individual, increasing the number of award winners? Vice Chair Smith said he thinks the winners would still depend on the applicant quality.

The committee continued to discuss how many award categories there should be and how to ensure the committee receives a sufficient number of applications.

Ms. Evans said she supported reducing the number of winners to five. She said there are trade-offs. Fewer winners will make the event more special for the winners, but overall attendance would likely decrease.

Chair Smith proposed making the group award a single category that includes all type of groups. That would bring the number of categories to nine. The committee approved that approach and asked staff to prepare a revised application for committee review.

b. Preliminary Concept Discussion

Chair Smith introduced the item and called on Vice Chair Smith for an update. Vice Chair Smith said he has been in contact with the Rainiers. He said they are aware of some of the issues from the most recent City of Destiny event. He said the Rainiers suggested possibly moving the event to a party deck. The committee would still need to consider cost and whether the space could hold 250 people.

The committee discussed the possibility of using the party decks noting that additional information was needed about access to the space and cost. Staff suggested also looking at the possibility of a private suite.

Chair Smith said she was not sold on taking the event back to Cheney Stadium. She said she wants to preserve some component of the formality of the event. She doesn't know if the party decks would allow for that. She said she is not completely opposed to the idea, but the event would need to be totally revamped. She also said she is concerned about the weather.

Chair Smith said she was interested in the idea of a luncheon. The committee discussed possible community venues. Vice Chair Smith asked when the luncheon would be. He said if it was a week-day, it might be hard for individuals to attend. Ms. Evans agreed and said it should be in the evening. She said she ultimately preferred the more family-friendly environment of Cheney Stadium.

Vice Chair Smith suggested that the committee think about rotating the venue throughout the City. If the committee held the event in high schools, it could be in a different district each year. Ms. Evans said the high school venue would be less expensive, but she asked if that would give the event what it really deserves. She said the baseball stadium sounds more exciting than the high schools.

Vice Chair Smith said he would continue to speak with the Rainiers to get some more details and invite a representative to attend the next meeting.

c. Dates

Chair Smith said the selection of event dates would be postponed until the next meeting when the City of Destiny concept is finalized.

Agenda Item

MLK Timeline Review

Chair Smith introduced the item and called on staff. Staff said the planning timeline has been updated based upon the most recent committee decisions and was included in the packets. Staff also outlined a number of upcoming decisions the committee will need to make regarding scheduling of meetings and planning sessions, event promotion techniques, and program elements.

Agenda Item

2015 MLK Planning Discussion

Chair Smith introduced the item. The committee reviewed role and responsibilities for the event noting that Chair Smith would be responsible for the program, Ms. Lee would be responsible for the volunteer fair and assist with volunteer coordination, Vice Chair Smith with assist with the non-volunteer fair booths (sponsors, memorabilia, history exhibit, etc.), and Ms. Evans would manage the food drive.

Chair Smith said she would like to postpone further discussion until the next meeting. She said she would like all the committee members to come to the next meeting prepared to discuss concepts for the event and decide on a general direction at the next meeting. She said there will also be a discussion and review of the application at that time.

Agenda Item

Other Items

Beverly asked if there was any way for the committee to get business cards. She said it was difficult to do outreach and sponsorship requests without them. Vice Chair Smith agreed and said he ended up having to make his own. Staff said they would look into it.

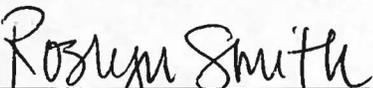
Agenda Item

Topics for Upcoming Meetings

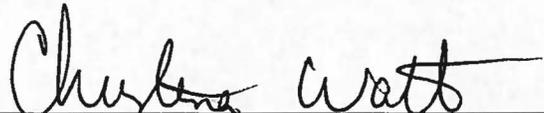
Chair Smith said the next meeting is on October 13. Staff said proposed topics for the agenda include City of Destiny, specifically the award nomination form and preliminary concept discussion, review of the MLK planning timeline, final MLK event design review, and confirming MLK roles and responsibilities when the full committee is present.

Adjournment

The meeting was adjourned at 6:56.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office