



City Events and Recognitions Committee

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

November 10, 2014

Chair Smith called the meeting to order at 6:01 p.m.

Committee Members Present: Roslyn Smith, Valentine Smith, Erin Lee, Betty Popenuck, and Deidre Evans (by phone)

Staff Present: Christina Watts and Kala Dralle

Agenda Item

Approval of the minutes from October 13, 2014 and October 27, 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 said she reviewed the application and thought it looked fine. She requested one additional change to the Youth Service category to clean-up the language.

Staff said the June 3rd date has been secured for the event at Cheney Stadium.

Vice Chair Smith motioned to approve the City of Destiny nomination form with the minor edit to the Youth Service category and with an event date of June 3rd. The committee passed the item.

b. Overview Timeline

Chair Smith called on staff. Staff said they provided a high-level timeline for City of Destiny, which would make nominations due on January 16 and winners selected on February 9.

Agenda Item

CERC Calendar During Holidays

Chair Smith introduced the item and called on staff. Staff said that as the holidays are approaching, staff wanted to ensure the committee would continue to have quorum for upcoming meetings. The committee confirmed the meeting for November 24th. Staff asked about rescheduling the December 22nd meeting noting that staff will be unavailable on that date. Chair Smith said a decision about that meeting can be made at the December 8th meeting. Staff also suggested that the committee schedule a script writing meeting soon. Chair Smith asked if

any other committee members wanted to be involved in the program and script. Ms. Popenuck said she would like to help. A script working group meeting was scheduled for December 2nd at 5:30. Staff also asked if the committee would like to schedule a meeting at the Convention Center. The Chair requested that staff see if one of the committee's regularly scheduled meetings could be moved there, either the November 24th or December 8th meeting. Staff said whenever the meeting is held, agenda topics for the Convention Center include floor plan and security.

Agenda Item

MLK Booth Guidelines

Chair Smith introduced the item and read the guidelines that the committee approved for the 2014 MLK event. Ms. Lee said she thought the guidelines were good, except that the priority this year should be given to service groups as opposed to youth groups. She said she thought that no political affiliation or agenda were good characteristics.

Chair Smith said the keynote speaker had made a request about selling a product to raise money for a cause. She asked if the committee wanted to allow concessions for the 2015 event. Vice Chair Smith and Ms. Lee said they did not think concessions should be allowed. Vice Chair Smith said he thought it might conflict with the spirit and intent of the event.

Vice Chair Smith asked staff to check whether groups who have booths would be allowed to have volunteers sign up at the event. He was concerned about liability issues for the City if it appeared the City was endorsing volunteer events organized by independent organizations. Staff said they would check and get back to the committee. The committee discussed the possibility of adding a disclaimer to all of the sign-up sheets.

Agenda Item

MLK VIP Seating

Chair Smith introduced the item and called on staff to provide some background on the issue. Vice Chair Smith said the committee discussed eliminating VIP seating for non-electeds last year. He said he felt VIP seating went against the spirit of the event.

Chair Smith asked for some clarifying information about the Mayor's invitation letter. The committee discussed whether everyone could still receive a letter, but only electeds RSVP to assigned seating. Vice Chair Smith said he wasn't sure about sending an invitation letter without an RSVP process. Staff asked the committee to consider the logistics of the issue as well. Staff recommendation was to only send the Mayor's letter to electeds, but to mail event post cards to other groups that have traditionally received letters.

Chair Smith said she felt torn. She said maybe it would be helpful for the Mayor to review all of the groups. She said she understands the Vice Chair's concerns, but also that some of the organizations in question have historical ties and their purpose is civil rights and equity. The committee continued to discuss the issue.

Staff asked if the Chair and Vice Chair would like to meet with the Mayor and Deputy Mayor to discuss the seating. The Chair said she would like to table the item until she has a chance to review the invite list herself.

Agenda Item

2015 MLK Program Outline

Chair Smith introduced the item and called on staff. Staff said they put together a proposed program outline based upon knowledge so far of the event. Chair Smith said she thought it looked fine. She said she wasn't sure yet the best time to have the 11 Days performance. She said the outline will be used as the basis for the script writing meeting.

Agenda Item

2015 MLK Planning Updates

Vice Chair Smith said he was contacted by a staff member at Stadium High School who works with college-bound students. The students are interested in trying to get involved with the committee to learn about event planning and event management. Vice Chair Smith said he wanted to check with the committee before inviting students to attend. Chair Smith said the meetings are open to the public and anyone including youth is welcome to attend.

Staff said they had an update regarding Northwest Facts. At the last meeting the committee confirmed that they wanted to renew their contact. Northwest Facts wanted to know if the committee wanted to consider upgrading to full-page ads instead of half-page. They provided three quotes for the committee to consider. Chair Smith and Ms. Lee said they liked the half-page/full-page split option.

Vice Chair Smith motioned to accept the Northwest Facts quote for a half-page ad the week of January 5, a full-page add the week of January 12, and the distribution of 3,000 MLK promotional materials. The committee passed the item.

Ms. Popenuck asked if the committee had done any outreach to the universities. Chair Smith said no, other than invitations. Chair Smith said Ms. Popenuck was welcome to go ahead and reach out to them.

Agenda Item

Topics for Upcoming Meetings

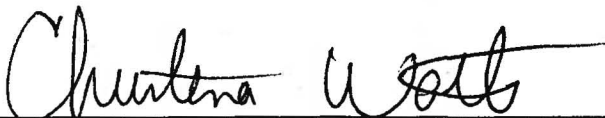
Chair Smith said the next meeting is November 24. She said topics for the agenda include follow-up on VIP seating and the Convention Center meeting, the MLK promotional plan, food sponsor discussion, and volunteer coordination.

Adjournment

The meeting was adjourned at 7:06.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office

