



City Events and Recognitions Committee

Tacoma Municipal Building North, 733 Market Street, Conference Room 16

September 12, 2013

In the absence of an elected chair, Nadia Chandler-Hardy called the meeting to order at 4:40 p.m.

Committee Members Present: Jessie Baines, Valentine Smith, Christina Hughes, Tony Painter, Roslyn Smith, Benjamin Warner.

Staff Present: Nadia Chandler-Hardy (CMO), Christina Watts (CMO), Maria Lee (MCO), John Miller (TV Tacoma), Marya Gingrey (NCS)

Agenda Item

Welcome and Introduction:

Ms. Chandler-Hardy welcomed everyone to the first meeting of the City Events and Recognitions Committee. Committee members introduced themselves.

Agenda Item

Review Committee Vision and Purpose:

Ms. Chandler-Hardy discussed the difference between City-hosted and City-sponsored events and explained that CERC will be responsible for City-hosted events such as City of Destiny Awards and MLK Celebration. She stated that the committee is not limited to these two events and in the future, after the committee becomes established, it is possible to increase the number of special recognition events to celebrate the cultural fabric of our community. Ms. Chandler-Hardy stated that the CERC will have a special level of authority to delegate funds and/or sign contracts with vendors.

Agenda Item

City of Destiny Awards Briefing:

Ms. Maria Lee provided a briefing on the City of Destiny Awards. She described the history of the event, what the event has been like in the past, the nomination categories, and past budgets. Ms. Lee then discussed two main decisions the committee will need to make moving forward – what does the committee want citizen volunteer recognition efforts to look like moving forward and what sponsorship opportunities will be provided to future sponsors.

Agenda Item

Martin Luther King Jr. Celebration Briefing:

Ms. Marya Gingrey provided a briefing on the Martin Luther King, Jr. Celebration. She reviewed the background and growth of the event, other local celebrations in honor of Dr. Martin Luther King Jr., and the event's funding and budget including sponsors.

Ms. Gingrey explained that last year, for the 25th year of the event, it was moved to the convention center which required spending money on advertising. She also discussed the event's sponsorships and how they can be difficult to gather because the City is not a 503 C. However, she noted that sponsorships can be in-kind.

Ms. Gingrey then shared 4 recommended courses of actions: identify the type of event that CERC desires the MLK Celebration to be; identify a list of potential themes; identify a list of potential keynote speakers; and identify a list of potential sponsors.

Ms. Gingrey spoke of the need to move forward with audio/visual support contracts and that the committee needs to quickly determine the type of event and the event venue. She suggested a possible theme that was explored last year focusing on youth.

Discussion ensued about what it means to host the event at the Convention Center. Ms. Hughes asked to review convention center costs and to find out what services have to be provide by the convention center and which can be contracted with outside vendors.

Committee members asked who vendors for the MLK event were last year. Ms. Gingrey said she would provide the committee with a vendor list.

There was additional discussion about what the MLK event might look like in 2014. Mr. Jesse Baines suggested highlighting community groups that are honoring King's legacy. He stated that King's dream has mostly to do with youth.

Ms. Gingrey also provided information on MLK awards. Mr. Valentine Smith expressed concern about having time to do awards within the short timeframe, but Ms. Gingrey said awards criteria was already established.


Agenda Item

Topics for next meeting:

Ms. Christina Watts stated that the agenda for the next meeting on September 18 will include the selection of committee officers, setting a regularly scheduled meeting time, and selecting the MLK Celebration Concept. Mr. Tony Painter expressed concern about the number of sponsorships the event has had in the past. He asked that sponsorship brainstorming be added to the next meeting. The committee agreed.

Adjournment

The meeting was adjourned at 6:00.



Tony Anderson, Chair



Christina Watts, Management Fellow, City Manager's Office