



City Events and Recognitions Committee

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

June 23, 2014

Chair Smith called the meeting to order at 6:11 p.m.

Committee Members Present: Roslyn Smith, Valentine Smith, Shalisa Hayes, Ben Warner
Staff Present: Christina Watts, John Miller

Agenda Item

Approval of the minutes from June 9, 2014

Chair Smith introduced the item. The Committee passed the item

Agenda Item

City of Destiny Debrief

Chair Smith said she wanted to open this item for discussion first, and then move to the MLK items.

Chair Smith said overall she was okay with the event. She said it was an experience. She was glad the committee got it done, but there were a few things that bothered her. She said the event felt rushed, which hurt the ability to capture the experience, and access to the venue was difficult for some. She also said she was concerned about those who wanted to come to support the winners, but did not want to stay and attend the game. In terms of next year, the Chair said she liked how this year's event allowed more individuals to be involved and invited, but she said there still needs to be something more private for the winners.

Vice Chair Smith said a lot of the event just felt like we were moving people from place to place to place. He said the time constraint was incredibly stressful and the event felt very rushed. He noted that even the Rainiers staff seemed stressed about the time. Mr. Miller said the timing was also very difficult for TV Tacoma staff. They had a very short window of time to break down their equipment and move to the field.

Vice Chair Smith said other feedback he received was that the event felt like it was more about the venue and event itself and less about the winners.

Mr. Miller said the Summit Club reception didn't add very much to the event. He said maybe in the future it shouldn't have a program, but be a more relaxed gathering. He suggested that the ceremony be focused on the on-field event.

Vice Chair Smith also noted that there were a lot of leftover tickets from the event. Rather than ration them, in the future he would like the winners just to request the total they would like and do more advertising about the free tickets for the event.

Staff said that the Rainiers' idea for a future event at the Stadium would be an on-field ceremony, but not on a game day. The Stadium could be opened to the winners and their guests, and then all the attendees could be given tickets and parking vouchers for a future game.

Vice Chair Smith agreed with the Chair that the event as it was done felt very rushed and disjointed. He said the event would need to start in the Summit Club earlier and stay in there longer. He said it would need to feel like a reception and not just a holding area.

Chair Smith asked staff how it was putting the footage together from the event.

Mr. Miller said he was able to make it fit. He said the photographer being on the field was a surprise. He said the flow from the Summit Club reception to the on-field ceremony didn't work well, but that the on-field ceremony by itself made perfect sense. He said that the event really needed a stage manager on the field to help with spacing and logistics.

Mr. Miller said he also got some feedback from the MC Rod Koon. He thought the script was dry. He said he would be willing to work on the script next year a little bit if the committee wanted him to. Mr. Miller also said the committee might want to rethink the photos next year. He said the on-field photo of the award presentation is a unique opportunity, but it interrupted the flow of the program. He suggested maybe the winner and Council step to the side for the photo.

Vice Chair Smith said he has followed-up with the photographer. The photographer will send the photo prints and a CD with all the photos soon.

Staff said that planning for the 2015 City of Destiny Awards is currently scheduled to come back to the committee in September and October. The agenda items will be approving the award nomination form, setting the dates, and deciding the event concept. Once the nomination form is posted, the committee can then return to MLK planning and come back to City of Destiny in February.

Agenda Item

Economic Development Committee Check-in

Chair Smith introduced the item. Staff said the committee needs to schedule a check-in with the Economic Development Committee. Chair Smith and Vice Chair Smith discussed their availability and decided to present to the committee on August 12.

Agenda Item

2015 MLK Planning Discussion

Chair Smith introduced the item and asked if there were any remaining agenda items from June 9. Staff said the only thing remaining is to finalize the exact language of the theme. On June 9, the committee suggested going with the title of the BCPA program, but it may be copyrighted. Staff requested a back-up. Chair Smith said she would review the program script and send staff a suggestion.

Chair Smith said the event concept that was agreed upon was the event to revolve around the BPCA program. There would not be additional entertainment. The other program elements would be the keynote, Mayor speech, choir, and MC.

a. Keynote

Chair Smith said she had a suggestion for a keynote speaker, Cedric Howard, a vice chancellor with University of Washington-Tacoma. She said she would follow-up with him to see if he was available and interested. Vice Chair Smith said Melanie Cunningham was a very good speaker and very engaging. He said he would follow-up with her. Mr. Miller said she also spoke at TedX. Staff said that they had also solicited recommendations from BCPA and planned to ask the Mayor and Deputy Mayor for recommendations.

Chair Smith requested that staff follow-up with BCPA to learn more about how the post-event Q and A works. She asked if the keynote can help facilitate that to make the event more interactive. She said she thinks there needs to be a break between the keynote and the BCPA program. She said the conversation could be after the event, like last year, but it doesn't hurt to see if it can be part of it.

b. Food Drive

Staff said that the committee needs to select a committee member to lead identifying a food drive partner and coordinating that effort. The information is needed soon so that it can be added to promotional materials. Chair Smith said she would like to be more intentional about the food drive this year to make it more effective. Mr. Warner said the food drive effort with South Sound Sports was effective because participants could go on a zip line if they brought canned food.

Chair Smith said she thinks this would be a new project for a potential new committee member. She suggested moving the discussion until after July 8th when new applicants will be interviewed.

c. MLK Service Award

Chair Smith introduced the item and called on staff. Staff said a piece of feedback from last year was to acknowledge the past MLK Planning Committee with the MLK Service Awards. Staff said they spoke with the past staff liaison, and she said the previous committee members would respond positively. Staff wanted to know if the committee was interested in naming those individuals as the 2015 MLK Service Award recipients or if the committee wanted to solicit nominations.

Ms. Hayes motioned to award the 2015 MLK Service Awards to the members of the former MLK Planning Committee. Mr. Warner seconded and the committee passed the item.

d. Timeline Review

Staff shared an updated event timeline that no longer included auditions.

Agenda Item

Other Items

Staff said they would be unable to attend the July 14th meeting due to a scheduling conflict. This meeting was tentatively proposed for cancellation on the timeline. The Committee was behind on the keynote and food drive, but staff said the timeline should still be okay. The committee decided to cancel the July 14th meeting.

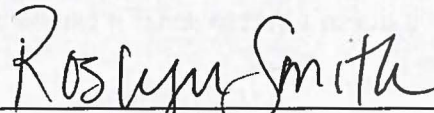
Agenda Item

Topics for Upcoming Meetings

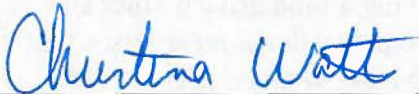
Chair Smith said the topics for the next meeting on July 28th will be MLK food drive, event design, and selection of the keynote speaker.

Adjournment

The meeting was adjourned at 7:10.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office