



City Events and Recognitions Committee

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

November 24, 2014

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

Committee Members Present: Roslyn Smith, Valentine Smith, Erin Lee, and Betty Popenuck
Staff Present: Christina Watts and Kala Dralle

Agenda Item

Approval of the minutes from November 10, 2014

Chair Smith introduced the item. Ms. Popenuck noted that the minutes had a special meeting heading and were dated November 11. Staff said they would make those corrections. The Committee passed the item as amended.

Agenda Item

CERC Calendar

- a. Convention Center Meeting

Chair Smith introduced the item and called on staff. Staff explained that although the committee hoped to hold a regularly scheduled meeting at the Convention Center, the only dates available were December 10, December 16, and December 17. Staff also provided an overview of some other key dates in the upcoming month and noted that a decision will need to be made about the December 22nd meeting because staff will be unavailable.

The committee discussed the possible meeting dates. The committee decided to hold a special meeting on December 16th at the Convention Center and to cancel the other two regularly scheduled meetings in December: December 8th and December 22nd. The Chair suggested that the committee decide on December 16th whether to add another special meeting on December 29th.

Agenda Item

MLK and City of Destiny Promotion Plan

Chair Smith introduced the item and called on staff. Staff explained that they were seeking clarity from the committee on the distribution of promotional materials. Staff explained the process for promoting the 2014 events and asked the committee whether they wanted to mail hard copy City of Destiny nomination forms and MLK post cards again.

Chair Smith said she thought it made sense to send an e-blast to the schools, but not a single hard copy. Vice Chair Smith asked for information about who is on the e-blast list versus the hard copy mailing list. Staff

explained that the lists were passed on from previous planners but it is a combination of schools, nonprofits, and community organizations.

Staff suggested possibly adding churches to the hard copy mailing list. The committee discussed whether it should be Tacoma churches only or all of Pierce County. Chair Smith said it was important to make sure that Associated Ministries and the Ministerial Alliance were represented.

The committee said they wanted to do both hard copy mailings again. They asked staff to prepare an updated mailing list for the MLK postcards for the committee to review at the next meeting.

Agenda Item

MLK VIP Seating

Chair Smith introduced the item and said she did some initial outreach to Council Members on this issue. She said they strongly suggested that the committee continue to do VIP seating. Vice Chair Smith asked how many seats would be needed. Chair Smith said she thought they could do half as many chairs as last year. Vice Chair Smith said he would support only doing VIP seating for the elected officials because providing VIP seating for some groups but not others goes against the spirit of the event.

The committee discussed whether the plan to decrease the total number of seats for the 2015 event would be an issue. Chair Smith said she thought it would just force people to sit closer together.

Vice Chair Smith said there are a lot of community groups and asked how it will be decided who is on the VIP list. Chair Smith said she was already reviewing the list that was used last year. She said she would continue to work with staff on it.

Staff asked what the committee's vision was for executing the VIP seating in terms of logistics. It was discussed and decided that the practice of a seating chart for electeds would be continued. For non-elected dignitaries, they would get a letter inviting them to VIP seating that is a first-come, first-served. However, to better help estimate the number of needed reserved seats, they would be asked to RSVP with the number attending. At the event, individuals would simply say they were there for VIP seating and be escorted to the section. Chair Smith said staff don't need to be concerned specifically with who is planning to attend, they just need to get an idea on numbers.

Agenda Item

2015 MLK Planning Updates

a. Food Sponsor

Vice Chair Smith said he would follow-up on a food sponsor at the next meeting. He said he has contacted and heard back from most of the groups that had booths last year.

b. Volunteer Coordination

The committee discussed how to coordinate volunteers for the event. The members present split up the list of volunteers from the 2014 event to contact and confirm for the 2015 event. The committee also discussed the number of volunteers needed and what the available assignments are.

Agenda Item

Other Items

Staff shared that the Broadway Center for the Performing Arts has secured a sponsorship from Wells Fargo Bank for \$5000. Staff have a meeting with the BCPA Executive Director next week for more details. Staff also said they heard back from legal and having volunteer sign-ups at the MLK event should be fine. Legal simply recommended adding a disclaimer at the bottom of all the forms making in clear the volunteer opportunity was not sponsored by the City of Tacoma. Finally, staff reminded the committee that they need to think about who will attend CityLine on January 8th and who can accept the MLK Proclamation on January 13th.

Agenda Item

Topics for Upcoming Meetings

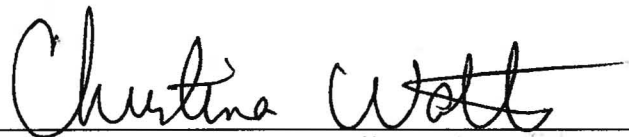
Chair Smith said the next meeting will be a special meeting on December 16th at the Convention Center. She said topics for the agenda include follow-up on MLK mailing lists, floor plan, security, and general MLK planning updates.

Adjournment

The meeting was adjourned at 6:55.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office

