



City Events and Recognitions Committee

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

September 8, 2014

Chair Smith called the meeting to order at 6:09 p.m.

Committee Members Present: Deirdre Evans, Erin Lee, Beverly Bowen-Bennett and Roslyn Smith
Staff Present: Christina Watts, Nadia Chandler Hardy

Agenda Item

Approval of the minutes from August 25, 2014

Chair Smith introduced the item. The Committee passed the item

Agenda Item

2015 MLK Planning Discussion

a. Vendor Selection

Chair Smith introduced the item and called on staff for an update. Staff said they reached out to the three companies that provided a quote for the 2014 MLK event and asked them to submit a quote for audio/visual support for the 2015 event. Two of the companies resubmitted their 2014 quotes. Live Sound and Stage, the vendor selected for 2014, revised their quote to reflect actual labor costs from the event. Their quote was the lowest by several thousand dollars.

Beverly moved to accept their quote and select Live Sound and Stage as the 2015 MLK audio/sound/lighting vendor. The committee passed the item.

b. Performers Update – M.C.

Chair Smith introduced the item and called on Beverly for an update. Beverly said she wanted to propose a new idea for the event M.C. and recommended that the committee chair fill that role. She said the committee has not yet been successful at recruiting an M.C. and she doesn't want to keep wasting effort. Chair Smith said she could do it, but was not sure it would be appropriate. She explained that for the 2014 event, she sat back and observed the program so that for 2015 she would have a good idea of how to help make it run smoothly. She said she doesn't think being the M.C. is something the chair should do.

Ms. Evans said Mr. Carson was previously eliminated as a candidate. She said her candidate is also unavailable, but that Vice Chair Smith was trying to contact someone at Bates. Chair Smith said the M.C. doesn't necessarily have to be someone famous or with notoriety. In previous years, there were auditions for the role.

Ms. Evans asked if the committee cannot find an alternative, would the chair consider being M.C.? Chair Smith said yes, as a last resort, she could do it.

Staff said they wanted to notify the committee that three individuals have inquired about performing at the 2015 event. Staff told them that the committee is not holding auditions this year, but did want the committee to be aware of their interest.

Ms. Evans asked what is the deadline for deciding on the M.C. Chair Smith said end of October. Staff said that in the tentative timeline, staff recommendation was to have all program elements confirmed by October 13, including the M.C., anthem singers, honor guard, and opening act if desired. Chair Smith said she would like to use the honor guard that was used in 2014. Ms. Evans asked if the committee had considered a drumline for the opening act. Chair Smith said they had a drumline last year. Having a drumline for 2015 is not out of the question, but there is some additional cost and logistics. The committee discussed possibly using the choir for the opening and closing acts.

Chair Smith said another idea for an opening act would be a parade of nations, but someone would need to lead that effort and they would need to be well connected to the community.

c. Sponsors Update

Chair Smith introduced the item and called on Beverly. Beverly said she had a contact at State Farm and sent him a sponsorship letter. She said she was planning to meet with him when he was next in Tacoma. She said she was still working to contact the union. Ms. Evans said she would complete her contacts by the end of the month. Ms. Lee said she had a contact for the Puyallup Tribe and would apply for a grant.

Staff shared that the committee received a \$500 donation from the Central Neighborhood Council and that staff would submit the request for support from the Ben B. Cheney Foundation soon.

d. Event Design Review

Chair Smith introduced the item. Staff said the Media and Communications Office revised the selected design based upon committee feedback. The committee discussed the revised design and requested some additional changes and revised language.

e. Other Updates

Chair Smith asked if there were any other updates. Ms. Evans said she spoke with Emergency Food Network and told them that they were selected for the 2015 food drive. She is meeting with them soon and they are planning to assign a volunteer coordinator for the event.

Beverly said she spoke with Harvest Pierce County to see if they can come up with a service opportunity for the day of the event. She also said she is still working with the library to try and incorporate reading into the event. She said there is some difficulty because libraries are closed that day, but she has a good lead for someone who purchases books to donate to children.

Chair Smith asked if there is an update on booths at the event. Ms. Lee said there was just the list of organizations shared at the last meeting, but she was working to draft a letter to invite them to participate in the event.

Agenda Item

Other Items

Ms. Evans said she had a question about the committee and what its role was in regard to community events like Arts on the Ave. Ms. Chandler Hardy said that during the review of all CBCs in spring 2013, Council charged staff to look for opportunities to streamline. The MLK Planning Committee and the Citizen Recognitions Committee were brought together as one committee to manage City-hosted events. The City also sponsors other community events, but does not manage them. The intent was for the committee to look at opportunities to recognize the City's diversity and cultural fabric, to look for partnerships or gaps in community events. Going forward, the eventual plan is to have all events come under the umbrella of CERC. In addition, the committee would begin looking at what the City permits. That would be a policy role envisioned way into the future. Ms. Chandler Hardy said the goal is to have the committee start with MLK and City of Destiny and then slowly take on additional roles.

Ms. Evans said she agrees with allowing other groups to manage their own events and for the City to be there to just support them as needed.

Agenda Item

Topics for Upcoming Meetings

Chair Smith said the next meeting is on September 22. Staff said proposed topics for the agenda include City of Destiny, specifically the award nomination and preliminary concept discussion, and a review of the MLK planning timeline including delegation of roles and responsibilities.

Adjournment

The meeting was adjourned at 7:23.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office