



City Events and Recognitions Committee

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

August 11, 2014

Chair Smith called the meeting to order at 6:04 p.m.

Committee Members Present: Roslyn Smith, Valentine Smith, Deirdre Evans, Erin Lee
Staff Present: Christina Watts

Agenda Item

Approval of the minutes from July 28, 2014

Chair Smith introduced the item. The Committee passed the item

Agenda Item

2015 MLK Planning Discussion

a. Food Drive Update

Chair Smith introduced the item and called on Ms. Evans for an update. Ms. Evans passed out information on local food banks and said she spoke with Emergency Food Network. They provide the food to most of the organizations in Pierce County. She spoke to the potential of the food drive to be used as an opportunity to educate the community about the need for food and donations. She also talked about her desire to be respectful of past MLK food drive sponsors. She said the Allen AME Church has traditionally been the lead for the MLK food drive. She requested that the Chair join in her a conversation with them about how they might be involved this year and whether they would be willing to let another organization lead the effort with them as one of the beneficiaries.

Chair Smith asked if there was any discussion about how to make the food drive part of a community service project. Ms. Evans said most organizations consider the act of donating food an act of service. She suggested allowing service providers to have booths at the event and recruit volunteers for service opportunities. Chair Smith said she was still interested in trying to focus on a single project. She said with MLK being a day of service, she would like to offer the community a service project. Vice Chair Smith said the intent of the event was that after the program, attendees would participate in a day of service. Ms. Lee said she would do some research to see if any local organizations have a service opportunity that day and would be interested in partnering with the committee.

The committee discussed possible ways to utilize the MLK website including promoting service opportunities, providing links to service organizations, and education about need in the community. The Chair noted that the committee needed to be more involved in the food drive in 2015, regardless of ultimate direction.

b. Performers Update – M.C.

Chair Smith introduced the item. Staff said this item was added to the agenda because Ms. Bowen-Bennett indicated that she had a recommendation for an M.C. As Ms. Bowen Bennett was not present, the Chair moved to the next item on the agenda.

c. Sponsors Update

Chair Smith introduced the item. Ms. Evans suggested that the committee make a list of everyone they want to ask to donate to or sponsor the event and then divide the contacts among the committee. Vice Chair Smith provided some background on how the fundraising effort went for 2014. He noted that many organizations already had their budgets set when the committee sought donations last year. He expressed concern that the committee may already be a little late this year too. Ms. Lee suggested contacting the Puyallup Tribe. Staff said that they would reapply for the TPU sponsorship and the Cheney Foundation grant. Ms. Evans requested a copy of the applications used for Cheney from last year. She said it could be tweaked to easily apply for other local grants. Ms. Evans said she would bring a list of potential contacts to the next meeting.

Staff said the Convention Center has approved the ability to have pastries at the event donated, as long as they are provided by a commercial bakery and made in a commercial kitchen. There was discussion by the committee about whether provided free food was needed. Vice Chair Smith said that was one of the main feedback points from the 2014 event surveys.

The committee talked about additional ways to fundraise such as allowing organizations to donate a small fee to have their logo on the MLK program and then to have booth at the event. There was discussion about the number of booths the Convention Center can accommodate and the timeline for needing the final numbers.

d. Vendor Selection

Chair Smith introduced the item. Staff said they were seeking direction from the committee on the process for getting a vendor for audio, visual, and lighting for the event. Staff provided a background on the process that was used last year and that Live Sound and Stage was selected. Ms. Evans asked if the committee wanted to use that company again. Vice Chair Smith said there were mixed results with them last year and noted that sound was still an issue. He said if they could tweak the sound set-up, he would consider them again. The Chair asked staff to reach out to Live Sound and the Convention Center vendor, AV Factory, for quotes.

e. Other Updates

Chair Smith asked if there were any other updates. Vice Chair Smith asked if staff had heard back from Ms. Cunningham. Staff said no. Vice Chair Smith said he would follow-up with her. Ms. Evans said she has not yet contacted her potential M.C. candidate. Chair Smith asked about Ms. Bowen-Bennett's recommendation. Staff referred to her e-mail. The recommendation came from the Executive Director of the Morgan Family YMCA and was Charles (CeCe) Carson. Chair Smith said she would contact Ms. Bowen-Bennett to follow-up with the candidate.

Agenda Item

2015 MLK Budget

Chair Smith introduced the item. Staff reviewed a handout which reviewed 2012, 2013, and 2014 event expenses. Staff noted that the event has become more expensive since moving to the Convention Center because of the cost of sound. Even though the 2014 event was slightly more expensive than 2013, the committee did cut costs in many areas and those savings helped cover the line array sound system. Staff said that for the 2015/2016 biennium, the committee will have a clear and dedicated budget. The exact amount won't be known until the budget is adopted but the current draft has about 20-25k for MLK and 10-15k for City of Destiny annually. The hope is to increase the amount of sponsors and fundraising to ultimately reduce the cost to the City. The current budget also does not have funding set aside for any additional events.

Chair Smith said that the committee has also talked previously about possibly creating an MLK scholarship as part of the event. She asked committee members to think about that.

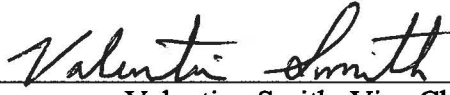
Agenda Item

Topics for Upcoming Meetings

Chair Smith said the topics for the next meeting on August 25th will be the MLK food drive, M.C. discussion, service opportunities, sponsors update, and vendor update.

Adjournment

The meeting was adjourned at 7:28.



Valentine Smith, Vice Chair



Christina Watts, Management Fellow, City Manager's Office