



City Events and Recognitions Committee

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

September 18, 2013

In the absence of an elected chair, Nadia Chandler-Hardy called the meeting to order at 5:05 p.m.

Committee Members Present: Valentine Smith, Christina Hughes, Tony Painter, Roslyn Smith, Benjamin Warner, Shalisa Hayes. Tony Anderson participated by telephone.

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

Agenda Item

Welcome:

Ms. Chandler-Hardy welcomed everyone to the second meeting of the City Events and Recognitions Committee.

Agenda Item

Committee Officer Selections:

Ms. Christina Watts explained the process for voting for chair, vice-chair, and treasurer. There were not candidates for secretary. Each committee member present selected their choice of candidate on a paper ballot.

Mr. Tony Anderson was elected chair of the committee. Ms. Roslyn Smith was elected vice-chair. Mr. Tony Painter was elected Treasurer.

Ms. Nadia Chandler-Hardy asked if anyone on the committee would like to volunteer to serve as secretary. Ms. Christina Hughes said she would volunteer to be secretary.

Agenda Item

Setting a Regularly Scheduled Meeting Time:

Committee members discussed their individual availability for meetings during the month. It was decided that the committee should meet twice a month for regularly scheduled meetings with additional special meetings or subcommittee meetings as needed. The committee selected 6 p.m. on the second and fourth Mondays of the month as its regularly scheduled meeting time. The new schedule will begin in October. The committee decided to meet once more in September, on September 30 at 6 p.m.

Agenda Item

Martin Luther King Jr. Celebration Concepts:

Committee members discussed ideas for this year's event.

Mr. Tony Painter suggested reaching out to other community groups for feedback and ideas. Mr. Tony Anderson said he thought it was important that the committee felt empowered to begin making decisions.

Ms. Roslyn Smith asked about event feedback from years prior. Ms. Marya Gingrey said feedback from past events has consistently been that there should be fewer speeches. However, she also noted that the Mayor desired that the event focus more on education and less on entertainment.

Mr. Anderson proposed the theme idea of "Year of a Golden Dream."

Ms. Smith said she liked the youth theme. She asked whether the event should be made shorter, and since it is a day on, not a day off, that following the event, the committee could organize a day of service.

Ms. Shalisa Hayes spoke in favor of also involving youth and allowing them to use creativity to share their message.

Ms. Christina Hughes asked whether the committee wanted to have the same kind of event as last year. She suggested focusing on one part of Dr. King's legacy, instead of his whole message.

Mr. Valentine Smith said youth could be involved by sharing their perspective on civil rights today and how Dr. King's message resonates generations later. Ms. Hughes agreed saying the youth should share how they see the social justice issues of our time.

The committee reached consensus that the celebration should incorporate a focus on youth. Discussion then turned toward who should be the keynote speaker for the event. Committee members recommended a number of possible speakers including Marcus Trufant, Dennis Flannagin, and Boys and Girls Club national speaking winners.

The committee decided to choose a specific theme and the keynote speaker at the next meeting. Individual committee members will research ideas and provide to Ms. Watts by next Wednesday for consideration at the September 30 meeting.

Agenda Item

Sponsorship Opportunities Discussion:

The committee decided to move this agenda topic to the next meeting. Mr. Smith and Ms. Hughes volunteered to serve on a Sponsorships subcommittee. They said they will begin contacting and researching possible sponsors and report back at the next meeting.

There was some discussion about whether Wal-Mart was an appropriate sponsor for the event.

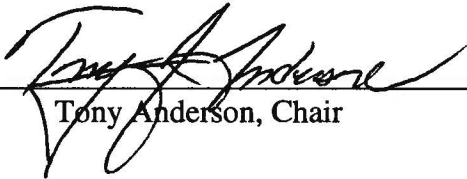
Agenda Item

Topics for next meeting:

Ms. Christina Watts reminded committee members that the next meeting was set for September 30 at 6 p.m. Items for the agenda include finalizing the 2014 MLK Celebration theme and keynote speaker and a sponsorships discussion

Adjournment

The meeting was adjourned at 6:30.



Tony Anderson, Chair



Christina Watts, Management Fellow, City Manager's Office