



# City Events and Recognitions Committee

Tacoma Municipal Building, 747 Market Street, 9<sup>th</sup> Floor Visibility Center

**April 27, 2015**

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

Committee Members Present: Roslyn Smith, Valentine Smith, Lawrence Coleman, Erin Lee, and Betty Popenuck

Staff Present: Nadia Chandler Hardy, Kala Dralle, Jennifer Durham, and Ivan Golovkin

## **Agenda Item**

Approval of the minutes from April 13, 2015

Chair Smith introduced the item. Ms. Popenuck moved to approve. The Committee passed the item as presented.

## **Agenda Item**

Comments from Nadia Chandler Hardy

Chair Smith introduced Ms. Hardy to the Committee group.

Ms. Hardy iterated that CERC is charged with recognizing opportunities in setting up city events that they see as important to the community of Tacoma. Overall, the committee needs to be planning, reviewing, and hosting city events that City of Tacoma could contribute to and increase its publicity. Although CERC had not yet had the opportunity to expand, CERC is seen as an economic driver, and is therefore placed into Community & Economic Development by the City Manager. Various local and community celebrations could be used by the committee to put Tacoma on the national map.

Going forward, the Committee should move to decide on policies and what they would like to see in Tacoma. A retreat will help to produce healthy discussion and ideas on that topic. The City Council is impressed with the shortened time of events set up by the Committee, and City Manager, T.C. Broadnax, is offering budget support for CERC going forward with new ideas and management of broader topics in event planning. In-house facilitators are available to work out an agenda for a retreat.

Chair Smith and Vice Chair Smith pointed out that initially the difficulties that CERC faced in last few years are accredited to having so few committee members to implement the planning. Vice Chair Smith stated that as time went on and relationships with vendors and other contacts have been established, the planning has become easier. The Committee does have visions, and would be able to better implement them if it had more members. Therefore, the call to hire an event planner may have been unnecessary.

Ms. Hardy responded that Ms. Durham is to help with finer details of event planning to help the Committee have more time for policy-making and expanding on community celebrations.

Ms. Dralle also pointed out that prior coordinator for CERC, Ms. Watts, was involved immensely with the Committee and much staff time went to helping and coordinating the events. This created a need to hire someone like Ms. Durham, with skills to hit the ground running, save the City of Tacoma money in the long run by using less staff time. This should allow more time for the Committee to make focused decisions on policy and creating more events. Also, Tacoma needs more events selected to bring and keep revenue and publicity in the city.

Chair Smith asked whether a volunteer pool exists to use for events. Ms. Dralle noted that volunteers should be available to find within the confines of specific event communities. The Committee can draw from Goodwill, United Way and schools with community service requirements, but also from groups that are target to the celebration in question, such as the Centro Latino Organization for a Latino event.

### **Agenda Item**

#### **COD Program Details.**

Ms. Dralle has sent letters to award recipients, nominees, and nominators, and will work on:

- meeting with facilitators to provide thought-provoking questions for a later retreat
- matching council members with award recipients
- meeting with Maria Lee from TV Tacoma for video coverage during ceremony
- sharing RSVP list with Ms. Durham
- working with graphic designer to bring draft of program for next meeting

Ms. Durham's tasks:

- contracts and logistics of COD event,
- taking care of smaller details,
- figuring out seating capacity,
- receiving award pieces,
- managing RSVP lists along with Ms. Dralle
- will notify Cheney Stadium that outside food will be brought in

Chair Smith and Vice Chair Smith pointed out that seating capacity will not be an issue. Ms. Durham noted that in case of a larger attendance, there is an option for a live feed monitor to be set up, with cost of approximately \$800 to \$900.

Ms. Durham inquired about level of promotion. Mr. Miller pointed out that it was limited to advertisement on Click Network, stating that seating is limited and attendants need to RSVP.

Committee discussed ticket sales and group sizes. Ms. Dralle noted that some attendants have called and are interested in more tickets. Currently the additional ticket limit is 5 people per group/person. As RSVPs are received and counted, the attendants will be notified if more tickets may be bought for their groups.

Committee discussed issues of overflow and citizens demanding entry to event. Overflow seating will be used up to maximum capacity allowed. Hello Cupcakes and Picasso Catering will be donating cupcakes and juice for the event.

### **Agenda Item**

#### **Script Outline Review**

Mr. Miller noted that Rod Coon, as the MC, will need script one week ahead to personalize the text.

**Agenda Item**  
Staff Report

Mr. Miller reported that 55% of video material is complete. Scheduled completion date is May 22<sup>nd</sup>, when the material will be passed on to Cheney for testing and making sure it works on stadium's equipment. Public Service Announcement will have sponsors mentioned; Mr. Miller needs to have a list of all the sponsors and its approval.

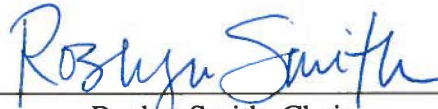
**Agenda Item**

Items for next meeting agenda:

1. Discuss day and time of retreat meeting.
2. Timeline of what has been accomplished in preparation for the COD event.
3. Draft of program handout

**Adjournment**

The meeting was adjourned at 7:29 p.m.



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Roslyn Smith, Chair



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Kala Dralle, Community & Economic Development