



City Events and Recognitions Committee

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

November 25, 2013

Chair Smith called the meeting to order at 6:10 p.m.

Committee Members Present: Roslyn Smith, Shalisa Hayes, Anthony Painter, Christina Hughes, Valentine Smith.

Staff Present: Nadia Chandler-Hardy, Christina Watts

Agenda Item

Approval of minutes from October 28, 2013

Chair Smith introduced the item. The Committee passed the item.

Agenda Item

Approval of minutes from November 13, 2013

Chair Smith introduced the item. The Committee passed the item.

Agenda Item

Key MLK Celebration Planning Area Updates

Chair Smith introduced the item and opened discussion on each key planning area.

Ms. Hayes told the committee that the next marketing material would potentially be a Save the Date card. Staff shared that the Save the Date card was added last year because of the change of venue. Mr. Painter said he thought the event could do without mailing a Save the Date this year to reduce costs. The committee suggested that the Save the Date still be distributed by e-mail. Staff said they are working to confirm the information for the card and then will work with Ms. Hayes and the Media and Communications Office to get something ready for distribution. Future materials include the event postcard and the event poster.

Mr. Painter discussed three technology vendor options for the committee to consider.

- The first option was a hybrid contract with Rob Folsom providing front-of-house sound, AV Factory providing lighting and a line array sound system, and DC Productions providing video projection.
- The second option was a single vendor, Live Sound and Stage, who would provide sound, lighting, and video.
- The third option was hybrid b with AV Factory providing all sound and DC Production providing video.

Mr. Painter said his recommendation was option two. It would be more expensive than option one, but would have the convenience of being able to work with only one vendor. It is also less expensive than the hybrid b option. He said Live Sound and Stage also offered bottom line pricing.

Ms. Hughes noticed a typo in the quote and asked whether two projection screens would be needed. Mr. Painter said yes and he would ask Live Sound to correct the quote.

There was also discussion about whether to fly the line array system or to provide it on towers. Flying it would be more expensive, but Mr. Painter said he thought it would be higher quality. Mr. Painter also asked staff to see if the convention center would allow Live Sound and Stage to use the convention center's man lifts for set up to further reduce costs.

Ms. Hayes agreed that multiple vendors would be confusing and supported using a single vendor.

Mr. Painter proposed asked for a multi-year contract to try and reduce costs even further. Ms. Hughes said she thought the committee should see the work first and then explore a longer-term contract. She said it would be nice to go with a new vendor to help increase access to the convention center.

Chair Smith called for any motions regarding selecting a technology vendor for the MLK event. Mr. Smith moved to select Live Sound and Stage as the vendor. The committee passed the item.

There was no update regarding event logistics. Staff said there may be more updates next week.

Staff shared that Code Compliance staff have been checking the march route to ensure it is in good order on the day of the event.

Chair Smith shared that seven applications had been received so far to audition to perform at the MLK event. There was not a Youth Work Group meeting after the last committee meeting, but they plan to meet before the next committee meeting. Chair Smith shared the outreach efforts of the Youth Working Group and said the choir is in motion. She indicated that the committee still needed more acts. She plans to follow-up with Ms. Gingrey to explore the idea of a Parade of Nations.

Chair Smith also requested that auditions scheduled for December 7 be moved back to 11 a.m.

Chair Smith said she would reach out to Mr. Baines and Mr. Warner to follow-up regarding volunteer coordination. Mr. Smith asked when the committee should begin to worry about attendance. Chair Smith said she spoke with Mr. Baines and conveyed the urgency of participation.

Mr. Smith provided an update from the sponsorship subcommittee. The committee has raised \$7,500 so far, \$1,500 from the Ben B. Cheney Foundation, \$5,000 from TPU, and a \$1,000 commitment from the Pierce County Executive's Office. Mr. Smith said he is still hoping for more and is waiting to hear back on some paper applications that were submitted previously.

Staff shared that it is confirmed that donations to the City Events and Recognitions Committee is support of City hosted events are tax deductible. Mr. Smith said that information will be helpful next year and into the future.

Ms. Hughes said she was working to draft a letter outlining other ways for individuals do donate such as donating employees and volunteers. She said she was hoping to get some additional in-kind sponsorships. She said she would also work on a letter for individual donations of small amounts. She discussed some possible perks such as reserved seating or a shorter check-in.

Agenda Item

Bylaws Discussion

Staff presented a draft rules and procedures document to the committee. Committee members reviewed the document and provided feedback.

Agenda Item

Topics for Next Meeting

Staff shared that topics scheduled for next meeting include selecting the MLK Service Award winner, finalizing the rules and procedures document, and continued Key Planning Area Updates. The next meeting will also occur after auditions so discussion is expected on the program outline.

Mr. Smith requested that a discussion around the City of Destiny Awards also be added to the next meeting. Chair Smith expressed concern about whether the committee had time to work on City of Destiny Awards with MLK fast approaching. Mr. Smith said he just wanted an opportunity to discuss it. He said he is meeting with former members of the Citizens Recognitions Committee and that the transition for them did not go as well as it could have.

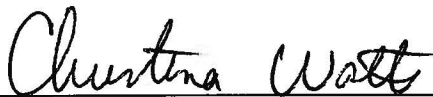
As the meeting was ending, several committee members volunteered to seek additional advertising for the MLK Celebration.

Adjournment

The meeting was adjourned at 8:15.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office

