



# City Events and Recognitions Committee

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

September 30, 2013

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

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

Staff Present: Marya Gingrey, Nadia Chandler-Hardy, Christina Watts, Fred Yomes

## **Agenda Item**

Approval of minutes from 9/12/13 and 9/18/13

Chair Anderson introduced the item, the Committee passed the item.

## **Agenda Item**

Martin Luther King Jr. Celebration Theme:

Chair Anderson introduced the item. He suggested that a youth involvement subcommittee be formed to reach out to different youth groups since the theme's broad focus is youth. Mr. Painter, Ms. Smith, and Ms. Hayes volunteered to serve on the committee. It was also suggested that Mr. Baines serve on the committee.

Chair Anderson discussed several contacts he had with Lakewood Public Schools and the Boys and Girls Club of the South Puget Sound. Ms. Watts said Ms. Gingrey passed along a contact from Tacoma Public Schools, Ms. Amanda Scott Thomas.

The committee discussed what the role of youth in the celebration should be and it was determined that the committee is primarily interested in involving young people as performers.

The committee then finalized three themes for the event to forward to the Mayor for consideration.

Themes:

- Youth- Continuing the Legacy!
- Youth-Recapturing the Dream
- Youth- The Right to Dream

## **Agenda Item**

### **Martin Luther King Celebration Keynote Speaker**

Chair Anderson opened discussion on this item by asking members what they wanted the program's length to be. Mr. Smith and Mr. Painter spoke in favor of keeping the event at two hours. Ms. Hughes suggested if the time is going to be changed, the committee could consider that next year.

Ms. Gingrey said the keynote speaker usually takes 10 -15 minutes. She said there has always been a desire to possibly cut the program down to 90 minutes, but more importantly, the Mayor has expressed a desire for all elements of the program to connect to the theme.

The committee then discussed possible candidates to be the celebration's keynote speaker. Eric Boles was the top choice from multiple members of the committee. Chair Anderson suggested the possibility of him doing a joint speech with Jon Kitna. Ms. Gingrey agreed to contact both to check their availability and interest.

The committee finalized three possible speakers to forward to the Mayor for consideration.

1. Eric Boles possibly with Jon Kitna
2. Van Jones
3. Marcus Trufant

Ms. Watts offered staff assistance with logistics of determining cost and availability of speakers. Chair Anderson volunteered to speak with the local speakers to discuss doing the event pro bono.

Chair Anderson asked a question about the role of the committee, the role of the Mayor/Council, and the role of city support staff. Discussion ensued and Ms. Chandler-Hardy provided clarification.

## **Agenda Item**

### **Sponsorship Opportunities Discussion**

Ms. Hughes shared that the subcommittee for sponsorships met earlier in the day on September 30. She offered to send out her notes to anyone who is interested. Chair Anderson volunteered to serve on the subcommittee. Mr. Smith said before contacting sponsors, he wanted to have a better idea of the amount of money the committee was trying to raise.

Mr. Painter asked the committee whether there was any interest in soliciting donations at the door. There was discussion about whether this was appropriate. The committee thought the issue should be revisited in the future maybe in support of a larger effort such as a scholarship. Chair Anderson suggested including a short survey on this year's program to gauge community interest.

The subcommittee will meet again on October 7. Ms. Watts said she would send out more info on sponsorships.

## **Agenda Item**

### **Other Martin Luther King Celebration Concepts:**

Mr. Painter asked about Mayor's vision for the MLK event. Ms. Gingrey said it was to reflect the theme of honoring MLK's legacy. Chair Anderson said the goal is to produce the best MLK celebration.

Ms. Gingrey provided some additional background on the event including the nature of the former adhoc committee and its basis in the human rights commission.

Discussion then moved to locations for the event and how it used to be held at the Tacoma Dome. It was noted that this year the event must be held at the convention center. Chair Anderson suggested looking at moving it back to the Dome next year.

Mr. Yomes then detailed the audio needs of the convention center. Mr. Painter asked whether we might be able to cut costs by limiting rehearsal and set up. Committee members expressed a desire to talk with facilities about opening the AV contract up to bid, or working with AV Factory to get a better price. Ms. Watts will follow-up on the ability to bid out the AV contract.

There was some discussion about making the event smaller and more focused on community action, possibly with the MLK celebration as a culmination of a year's worth of events and activities. There was discussion of how to situate the event more firmly in the community. It was suggested that it may be possible to have a core event in downtown and satellite events at various community centers like STAR.

#### **Agenda Item**

Chair Anderson introduced the item of the City of Destiny Awards

Chair Anderson suggested we invite previous committee members from the City of Destiny committee to serve as an advisory sub-committee. He will reach out to previous committee members and will send committee members a draft timeline.

Ms. Smith asked staff if the event has to be in May. Ms. Chandler-Hardy said no. Ms. Watts added that this committee may want to consider reassessing the City of Destiny Awards. She said that during the review of all CBCs in the spring, there were recommendations to broaden the focus of the event and make it more inclusive.

Ms. Smith moved to table this discussion item until the next meeting and until committee members have time to read the resolution and better understand Council desires for the event. The motion passed.

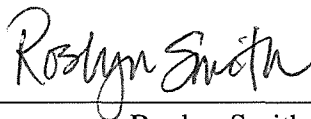
#### **Agenda Item**

Topics for next meeting

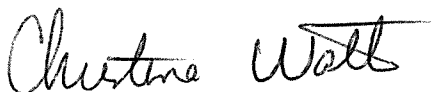
Ms. Watts said she will follow-up and send committee members some additional information about background on CERC and the group Living Voices, whom Mr. Painter contacted. She said she will work with the chair and vice-chair to finalize the next meeting's agenda.

#### **Adjournment**

The meeting was adjourned at 7:35.



Roslyn Smith, Vice Chair



Christina Watts, Management Fellow, City Manager's Office