



# City Events and Recognitions Committee

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

December 9, 2013

Chair Smith called the meeting to order at 6:32 p.m.

Committee Members Present: Roslyn Smith, Shalisa Hayes, Anthony Painter, Valentine Smith, Ben Warner.

Staff Present: Nadia Chandler-Hardy, Christina Watts

## Agenda Item

Approval of minutes from November 25, 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 staff are still confirming the information for the Save the Date card. She said she agreed to let staff take over and send the card out. Staff shared that CityLine has been scheduled for January 9. Chair Smith asked what other marketing duties the committee will be responsible for. Staff said the CityLine program and poster distribution.

Mr. Painter said he had received the final quote from the selected vendor. He was able to negotiate flying the speakers without increasing the costs by adjusting the back lighting. He said the convention center agreed to provide the vendor with its on-site man lifts and that the vendor will attend the January 11<sup>th</sup> rehearsal. Once all the performers are chosen, Mr. Painter said he would provide the vendor with the equipment list.

There was no update regarding event logistics. Mr. Smith said he has been trying to set up a meeting with the event manager at the convention center. Staff said they would assist in setting up a meeting. It was discussed that event logistics planning should pick up after December 20 because that is when all sponsorships are due.

There was no update for Public Safety. Staff said they would handle that area of planning.

Staff shared that Code Compliance staff learned that the march route changed so they are doing another round of notices to ensure it is in good order on the day of the event.

Chair Smith reviewed the results of auditions which were held on Saturday. Only one performer came. Chair Smith said the Youth Working Group is now doing direct outreach to groups to participate.

Youth Working Group members provided updates on the status of their contacts. Chair Smith said the Youth Working Group is meeting again on Wednesday to continue work on the program's elements.

Mr. Warner said he is trying to meet with Mr. Baines to discuss volunteers and they have struggled to get their schedules aligned. He said Mr. Baines has some youth volunteers and they have scheduled a coffee date with Ms. Gingrey.

Mr. Smith provided an update from the sponsorship committee. There was discussion about whether it would be burdensome to solicit and collect individual donations for City-sponsored events. Staff recommended trying to keep fundraising and the event as simple as possible.

Mr. Smith expressed concern about the budget shortfall for this year's event. Staff said the City is committed to support the committee and the event's budget.

Mr. Painter said American Family Insurance is still in the works as a possible sponsor. Ms. Hayes suggested reaching out to Regence Blue Shield.

### **Agenda Item**

#### **Staff Reports**

Staff shared the following updates with the committee:

Congressman Derik Kilmer said he would like to participate in the MLK event in 2014 as he will be in the area that day. The committee said they welcome his participation.

CERC needs to get on the calendar to report to the Economic Development Committee. The Chair said she preferred the date of February 25<sup>th</sup>.

Staff liaison Christina Watts reminded the committee that she will be out of town the week before the MLK Celebration from January 12 to January 19. Ms. Chandler-Hardy said the committee would still have a contact person in the City Manager's Office.

Living Voices said their recommendation is that the audience at the event needs to be able to see the actor and the film together. This will require a separate screen and projector for their performance. The actor is willing to attend the rehearsal on January 11 with a suggested travel fee of \$75.

The Washington State History Museum contacted the City about possibly partnering and doing some cross promotion on the day of the MLK Celebration. Staff said they would pass along the contact information to the Chair.

Staff then made a number of recommendations to the committee. The first was adopting a task timeline. The timeline was reviewed by staff and supported by the committee.

The second recommendation was to add a new rehearsal date either on December 21 or December 28. The committee discussed the recommendation. Members expressed concern about getting individuals to attend during the holiday season. Instead of a second rehearsal, the committee decided that all performers need to have all materials to the committee by December 13<sup>th</sup>.

The third recommendation was for the Youth Working Group to begin immediately on a program outline. Staff said they will attend the working group meeting on Wednesday.

The fourth recommendation was to begin scaling back the event where possible. Opportunities to scale back such as in a seating chart and the food drive were discussed. The committee supporting eliminating a seating chart and having only a reserved seating section. The committee decided to continue to find a community partner for the food drive.

The fifth staff recommendation was for the committee to begin meeting weekly. After committee discussion, the committee decided to begin meeting weekly after the December 23 meeting.

The final staff recommendation was to allow staff to begin addressing some of the event's to-do items and get them completed. The committee supported the recommendation. Mr. Smith requested, however, that the committee continue to be looped in so they can learn about the event planning process required.

#### **Agenda Item**

##### **MLK Service Award**

Staff shared that there was one nomination for the MLK Community Service Award. It was for the Korean Women's Association for their work at the We Are Family Home. Mr. Painter motioned to selected Korean Women's Association as the award recipient and the committee passed the item.

#### **Agenda Item**

##### **Rules and Procedures Draft**

The Chair opened discussion on the item. She requested the language be clarified so that it is clear elections happen every two years. Mr. Smith motioned to approve the amended draft and the committee passed the item.

#### **Agenda Item**

##### **City of Destiny Awards Discussion**

Mr. Smith said there is some interest from members of the former Citizen's Recognitions Committee to begin planning the City of Destiny event. He shared that they were concerned about the timeline because they try to have the awards before school gets out. Mr. Smith asked how quickly TV Tacoma can create the videos for the event.

Chair Smith asked if previous committee members were involved, would the event would look like it always has or would they look at doing it differently. Chair Smith said it was her understanding that because of the resolution and feedback from the City, there is a desire to change the City of Destiny Awards event and to partner with the County. She said she would like the opportunity to explore that a little bit more.

Mr. Smith expressed concern that with MLK planning, the committee won't be able to look at City of Destiny until February. Ms. Hayes said she doesn't think the committee can work on City of Destiny while working on the MLK Celebration. She said she is concerned the old committee members would only look at the event from their perspective and might not be as open to change. Mr. Smith said he wanted to be careful about burning any bridges with the old committee.

Mr. Painter asked if City of Destiny could be moved to fall. Mr. Smith explained that the concern is having the awards before seniors go off to college.

Staff said they would try to get some clarification about what the Mayor's vision is for the event moving forward. The committee decided to continue discussion at the next meeting.

**Agenda Item**

Topics for Next Meeting

In addition to another City of Destiny Awards discussion, Chair Smith said the committee will continue to discuss the MLK Celebration's key planning areas, specifically the program outline.

**Adjournment**

The meeting was adjourned at 8:27.

  
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Roslyn Smith, Chair

  
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Christina Watts, Management Fellow, City Manager's Office