



City Events and Recognitions Committee

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

September 22, 2014

Chair Smith called the meeting to order at 6:09 p.m.

Committee Members Present: Roslyn Smith, Valentine Smith, and Beverly Bowen-Bennett
Staff Present: Christina Watts

Agenda Item

Approval of the minutes from September 8, 2014

Chair Smith introduced the item. The Committee passed the item

Agenda Item

2015 MLK Planning Discussion

a. Performers Update – M.C.

Chair Smith introduced the item and called on Vice Chair Smith for an update. Vice Chair Smith said he spoke with Ed Ulman, Executive Director of KBTC, and he is very excited about being the 2015 MLK M.C. Mr. Ulman has attended the event before and said he is familiar with it. He also said he was interested in doing an advertising spot on KBTC to help promote the event.

Vice Chair Smith motioned to select Ed Ulman as the M.C. for the 2015 MLK event and the committee passed the item.

Chair Smith said in terms of other performers, the choir is confirmed. The remaining needed performers are two singers for the anthems. Chair Smith said she attended an event recently with an excellent singer and she is trying to reach out to her. She said the singer sang the Black National Anthem. Someone else would still be needed for the National Anthem. Vice Chair Smith said he saw many youth performers at the State Fair recently and he would try to get in touch with the organizers for a recommendation.

Chair Smith said the final element is to decide whether the committee wants a separate performer for the opening act. She suggested possibly having a drumline again. Staff suggested maybe a high school Glee Club. Vice Chair Smith said he likes the drumline idea. Chair Smith said maybe the committee should reach out to a drumline from a different high school. Vice Chair Smith agreed because he said he didn't want to fall into the trap of a group thinking they get to do the same component of the event each year. Beverly said she would contact some high schools to inquire about drumlines and/or Glee Clubs.

b. Sponsors Update

Chair Smith introduced the item and called on Beverly. Beverly said she spoke with Patty Rose of AFLCIO and she requested a letter on City letterhead. Beverly said Ms. Rose also suggested reaching out to Grover Johnson. Beverly said she hasn't heard back from State Farm, but she will follow-up.

Vice Chair Smith said the committee is already aware that the Central Neighborhood Council gave \$500. He said the West End Neighborhood Council agreed to give \$250 and he is still waiting for a decision from South Tacoma. Beverly said she would contact the South Tacoma Chair. Vice Chair Smith said he also reached out to the Tacoma chapter of the NAACP and they seemed receptive to a possible sponsorship or some role in the event.

Staff shared that the Ben B. Cheney Foundation would not be sponsoring the 2015 event. In the letter, the Foundation said they supported the event last year in part because of the short timeframe the committee had to raise funds.

Chair Smith asked if Ms. Lee sent an update for her groups. Staff said that in an e-mail Ms. Lee said she was working on the request for support from the Puyallup Tribe.

Beverly asked if the committee has tried reaching out to the hospitals. She said she would follow-up with MultiCare. Chair Smith said she would contact Franciscan.

Agenda Item

MLK Timeline Review

Chair Smith introduced the item and said that at the request of staff, she was postponing the MLK Timeline Review to the next meeting to allow additional time for staff preparation.

Agenda Item

MLK Role and Responsibilities

Chair Smith introduced the item. The committee discussed which members would be responsible for which element of the 2015 MLK event. It was decided that Chair Smith would be responsible for the program, Vice Chair Smith for the logistics, Ms. Lee for the lobby booths, Ms. Evans for the food drive, and Beverly for the volunteers.

Agenda Item

City of Destiny

Chair Smith introduced the item and called on staff. Staff explained that the reason this item is on the agenda is for the committee to select a general concept for the 2015 City of Destiny event so that staff can begin gathering any needed information. The committee also needs to review the nomination application so that it can be posted and set the event dates so that information can be included on the form.

Chair Smith said she was not interested in having the event at Cheney Stadium again. The committee discussed some of the difficulties of the 2014 event at that venue. Beverly said she would suggest that the committee look at some alternative venues. Staff said another option would be to use a different space at the stadium.

a. Performers Update

Chair Smith said she would take over exploring a possible opening act from a high school. She said she has a confirmed performer for the Black National Anthem. Vice Chair Smith said he may have some contacts for the National Anthem that he will follow-up on. Staff asked if the Pierce County Executive would be asked to speak again at the 2015 event. Chair Smith said yes because of her longstanding participation in the event.

b. Sponsors

Chair Smith introduced the item and called for updates. Ms. Evans said the Tacoma Community College Foundation has committed \$2,500 for the event. Staff said Tacoma Public Utilities also agreed to sponsor the event at the \$5,000 level again. Ms. Lee said she submitted the request to the Puyallup Tribe and is waiting to hear back.

c. Event Design

Chair Smith introduced the item and staff provided the committee with the most updated design. The committee requested an additional change. Vice Chair Smith motioned to approve the event design for the 2015 MLK event and the committee passed the item.

Agenda Item

Other Items

Chair Smith introduced the item and called on staff. Staff said Beverly submitted her resignation earlier in the day. Staff also the Economic Development Committee was scheduled to interview applicants on October 14. Staff also shared that there is a plan in place to transition the committee to new staff support in the Community and Economic Development Department. The new staff would like to attend the meeting on October 27.

Vice Chair Smith said he has spoken with Ed Ulman again and he is very excited about the being the event's M.C. He has also provided the committee with a contact to develop a promotional spot on KBTC. Staff encouraged coordination with TV Tacoma so that all the spots look the same.

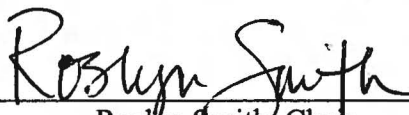
Agenda Item

Topics for Upcoming Meetings

Chair Smith said the next meeting is October 27. She said topics for the agenda include further City of Destiny discussion and that hopefully a Rainiers representative can attend; CERC transition; and further MLK planning updates.

Adjournment

The meeting was adjourned at 7:30.



Roslyn Smith, Chair



Christina Watts, Management Fellow, City Manager's Office