



# City Events and Recognitions Committee

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

**August 25, 2014**

Vice Chair Smith called the meeting to order at 6:07 p.m.

Committee Members Present: Valentine Smith, Deirdre Evans, Erin Lee, Beverly Bowen-Bennett and Roslyn Smith (by telephone)

Staff Present: Christina Watts

## **Agenda Item**

Approval of the minutes from August 11, 2014

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

## **Agenda Item**

2015 MLK Planning Discussion

### **a. Food Drive Update**

Vice Chair Smith introduced the item and called on Ms. Evans for an update. Ms. Evans said she spoke with Emergency Food Network and they would be happy to organize the 2015 MLK food drive. She said they are going to reach out to Allen AME Church to discuss their participation in the event as well.

There was committee discussion about who are the beneficiaries of Emergency Food Network. Vice Chair Smith said at the committee check-in with the Economic Development Committee one of the takeaways was Council's desire to focus on Tacoma.

Ms. Evans motioned to select Emergency Food Network as the 2015 MLK food drive partner and the committee passed the item.

### **b. Performers Update – M.C.**

Vice Chair Smith introduced the item and called on Ms. Bowen-Bennett for an update. Ms. Bowen-Bennett said Charles (CeCe) Carson was recommended to the committee as a possible M.C. She said that she tried to set up a meeting with him with the intent to review a video of him in a public speaking engagement, but the meeting was cancelled and he said he did not have video available to share with the committee at this time. She said she was less excited than she originally was about the possibility of him as an M.C. after reviewing his provided resume. She said there didn't appear to be a lot of variety in his background and experience.

Vice Chair Smith said that the committee learned last year that reliability in event participants is a huge issue. He said he is hesitant to work with someone who cancels meetings on short notice and is not on YouTube. Vice Chair Smith asked if there were any other ideas for possible M.C.s. The committee discussed several candidates, including an individual from Bates TV and United Methodist Church. Committee members said they would reach out to the individuals to see if they were interested and report back to the committee at the next meeting.

c. Sponsors Update

Vice Chair Smith introduced the item. Staff said that they provided a copy of the proposed letter seeking sponsorship from the Ben B. Cheney Foundation and that the Tacoma Public Utilities request for support was recently submitted. The intent is that the Cheney letter could easily be reworked to solicit sponsorships from other organizations.

The committee members discussed the organizations they plan to reach out to for sponsorships and/or donations.

d. Service Opportunities

Vice Chair Smith introduced the item and called on Ms. Lee for an update. Ms. Lee said she put together a list of organizations that have volunteer opportunities in Tacoma. She said these groups would be great contacts to ask about having a booth at the event. She noted that the majority are human service or youth oriented.

Staff asked if the committee had given additional thought regarding the Chair's idea to have a partner organize a service opportunity following the event. Ms. Lee expressed some concern about trying to plan a service opportunity in January. Ms. Evans said she would like to focus efforts on the food drive and asking people to serve by bringing food and then signing up for a future service opportunity at the event. Vice Chair Smith agreed and said he would support making the food drive the service aspect of the event. He also expressed concern about liability issues and the weather in January. Ms. Bowen-Bennett said that if an organization volunteers to organize a service event on MLK Day, she would like the committee to consider it.

Ms. Evans asked what about having a fingerprinting booth. The committee discussed the idea. Ms. Lee said she would look into it. Ms. Bowen-Bennett asked if the event could have some kind of report out on service, such as a barometer that gets colored in as people sign up to volunteer. Staff suggested that the number of volunteers could be reported at the end of the program with the food drive results.

Vice Chair Smith said the committee needed to remain conscientious about items such as having a report out because the day of the event is busy and there are a lot of moving parts. Everyone needs to understand who is responsible for what and there needs to be time to achieve it. There was discussion about utilizing a volunteer to help with the count of signed-up volunteers.

e. Other Updates

Vice Chair Smith asked if there were any other updates. Staff said they had several.

The Broadway Center for the Performing Arts signed off on the using the title of *Eleven Days* for the event theme. Staff explained that the creator of the program, Lucas Smiraldo, also expressed an interest in being

involved, specifically in the messaging about the event. Staff asked the committee if they were interested in allowing Mr. Smiraldo to introduce the piece before it is performed. The committee agreed to ask Mr. Smiraldo if he would like to give a one to two minute introduction to the piece at the event.

Staff said they contacted the individuals who submitted quotes for audio and visual support last year. Staff received quotes back from two of them. The final quote should be ready for committee review at the next meeting.

#### **Agenda Item**

##### **2015 MLK Event Design Review**

Vice Chair Smith introduced the item. Staff said the Media and Communications Office provided two event design concepts for committee review. The intent is for the committee to select the concept they want to move forward with and then MCO will make additional tweaks.

The committee discussed the pros and cons of the different concepts and proposed some tweaks. They agreed that ultimately they preferred the second concept with the following changes: more color, adding "The Broadway Center presents," a phrase about volunteer or service opportunities, revised food drive language, and cropping the image.

Chair Smith said she did not like either of the concepts. She expressed concern that the committee was not really going to have a voice or opportunity to be involved in the design and they are just going to have to take what is developed. She said that she wants a design that speaks to the event and she wants the committee to have more input. She asked if someone from the design team could come to a committee meeting.

Staff said if the committee wants a new design then some additional direction and guidance is needed. MCO would need to understand what the committee is looking for in a design. Staff said they would invite MCO to attend a meeting and also work to get the proposed concept revised based upon committee feedback.

#### **Agenda Item**

##### **Other Items**

Vice Chair Smith asked if there were any other items. Ms. Bowen-Bennett asked if there was anyway reading or books could be incorporated into the MLK event. Vice Chair Smith suggested maybe having a librarian come and participate in the Kid's Activity Corner. Ms. Bowen-Bennett said she could contact a librarian to see if there was interest. Chair Smith said she thinks that would be a great addition to the event because it would be both educational and service-related.

#### **Agenda Item**

##### **Topics for Upcoming Meetings**

Vice Chair Smith said the topics for the next meeting on September 8<sup>th</sup> will be M.C. discussion, sponsors update, vendor update, and event design update.

#### **Adjournment**

The meeting was adjourned at 7:52.

Roslyn Smith

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Roslyn Smith, Chair

Christina Watts

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Christina Watts, Management Fellow, City Manager's Office