



# City Events and Recognitions Committee

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

October 28, 2013

Chair Smith called the meeting to order at 6:26 p.m.

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

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

## **Agenda Item**

Public Meetings, Public Records & Ethics

Deputy City Attorney Martha Lantz provided the committee a briefing on the Open Meetings Act, Public Records Act, and the City Code of Ethics.

## **Agenda Item**

Approval of minutes from October 14, 2013

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

## **Agenda Item**

Committee Vice Chair Election

Staff shared that only one nomination for vice chair was received. It was for Valentine Smith. Ms. Hughes moved to elect Mr. Smith as vice chair and the committee passed the item.

## **Agenda Item**

Youth Involvement Subcommittee Report and Next Steps

Ms. Hayes provided a briefing on the working group's October 24 meeting. The group assigned outreach to different contacts to find performers to audition.

Mr. Painter shared that he went to a Living Voices performance and wanted to know how the Chair's phone call with Living Voices went. Chair Smith said it went well and that Living Voices was prepared to break up its performance into smaller pieces and she would recommend moving forward with them as performers. Mr. Painter commented that the fee covers three performances so there may be opportunities for cost sharing. Chair Smith said Living Voices also said they might be able to add an interactive element to the performance. Mr. Painter moved to have Living Voices perform at the 2014 MLK Celebration and the committee passed the item.

The committee then discussed possible other performers. Ms. Hayes said the working group had discussed trying to get Stephanie Johnson from The Voice. Ms. Hughes said she would try to get in touch with her. Ms. Hayes also said the DASH Center is working on something for the MLK event.

Ms. Hayes then asked about the choir for the event. Staff shared that Councilmember Woodards had expressed interest in coordinating the choir for the event. The committee agreed that Councilmember Woodards should be contacted and given the go ahead to being putting a choir together.

The Chair then brought up the need for an MC and reviewed some of the working group's ideas. It was suggested that perhaps Frank Boykin could co-MC with a youth as he did for the 50<sup>th</sup> Anniversary of the March. Mr. Baines had suggested a comedian as a possible candidate to MC, and Mr. Painter noted that the working group had said the act with need to be Civil Rights related. Ms. Hughes suggested reaching out to WYEL.

Mr. Painter said the MC should participate on audition day and can be directed to apply through the auditions form.

Additional outreach to churches, Metro Parks, Metropolitan Development Council, and school districts was also discussed.

#### **Agenda Item**

##### **Sponsorships Subcommittee Report and Next Steps**

Mr. Smith shared that Mr. Painter joined the sponsorship subcommittee. He then discussed how gathering sponsorships is difficult because the City is not a nonprofit organization. He approached Wal Mart but they indicated that had already earmarked their funding for 2013. He thought they might be able to contribute to future events. He discussed contacting Click Cable, which might be able to provide some in-kind contributions and he said he has a contact with State Farm and the Emerald Queen Casino.

Staff shared that they were in the process of asking Tacoma Public Utilities to become a sponsor of the event.

Ms. Hayes suggested reaching out to Comcast if Click chooses not to sponsor.

Staff then requested clarification on what the committee wants the sponsorship levels to be. Mr. Smith asked if \$5,000 for the top tier sponsorships level seems reasonable. Chair Smith said yes, and maybe next year it could be increased to \$10,000.

Ms. Gingrey suggested possibly partnering with the Greater Tacoma Community Foundation in order for sponsors to be able to donate to a nonprofit and to reach out to Alaska Airlines and the Pierce County Executive Office.

#### **Agenda Item**

##### **MLK Celebration Key Planning Areas**

Staff presented a list of key planning areas for the MLK Celebration Event and the committee chose leads for each of them.

Assignments were as follows:

Marketing/ Advertising – Ms. Hayes  
Technology Needs – Ms. Hughes and Mr. Painter  
Event Logistics – Mr. Smith  
Program Elements – Youth Working Group  
Volunteer Coordination – Mr. Baines and Mr. Warner  
Sponsorships/Fundraising – Mr. Smith

**Agenda Item**

MLK Celebration Event Update

The committee directed staff to reach out to individuals who have had displays at the MLK event before to see if they are interested in participating again in 2014.

**Agenda Item**

MLK Service Awards Discussion

Staff shared that information about the award is on the City's website as is the nomination form. Nominations are due by December 2 and the committee will select the winner at the December 9 meeting.

Mr. Painter suggested possibly nominating the MLK Service Award winner for other awards such as the President's Volunteer Service Award.

**Agenda Item**

November and December Meeting Dates

Chair Smith explained that several upcoming meeting dates are near holidays and so the committee may need to reschedule those meetings. The committee discussed possible dates. Chair Smith asked staff to e-mail committee members to find dates where a quorum would be present.

**Agenda Item**

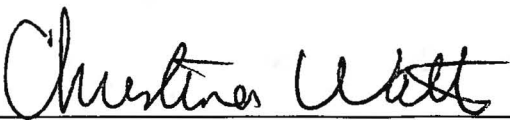
Topics for next meeting

Staff suggested that upcoming topics include finalizing the program elements for the 2014 MLK Celebration and finalizing technology vendors.

**Adjournment**

The meeting was adjourned at 8:12.

  
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Roslyn Smith, Chair

  
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Christina Watts, Management Fellow, City Manager's Office