



## **AGENDA**

### **City Events and Recognitions Committee (CERC)**

**Date: Wednesday, July 17, 2024**  
**Time: 4:00-5:30 pm**  
**Location: Virtual and in-person (see below)**

The City Events and Recognitions Committee is administered by the City of Tacoma's Tacoma Venues & Events department.

## **MEMBERS**

Jessica Johnston, Chair  
Alex Domine, Vice Chair  
Kirsten Putman, Treasurer  
Keoni Ho  
Cecily Croskey  
Karen Sudderth  
Tim Fairley  
Jill Sparks  
Jacob Tice  
Dallisa Hocking

## **GUEST**

Council Member Kiara Daniels, City of Tacoma

## **STAFF**

Ashley Young, *Community Events Coordinator*  
Tammi Bryant, *Asst Director, Tacoma Venues & Events*  
Hillary Brenner, *Marketing Director*  
Jerrold Anonuevo, *Marketing Coordinators*  
Jasmine Cawley, *Marketing Coordinator*  
DeMeShee Pye, *Community Impact Coordinator*

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## **INFORMATION ABOUT VIRTUAL AND IN-PERSON MEETINGS**

**Virtual attendance:** The meeting can be attended at <https://us02web.zoom.us/j/83862217228>, or by dialing (253) 215-8782 and entering the webinar ID 838 6221 7228 when prompted. A passcode should not be required. Microphones will be muted, and cameras turned off for all meeting attendees, except for City Events and Recognitions Committee members and presenters.

**In-person attendance:** The meeting can be attended at the Tacoma Municipal Building, 747 Market Street, Room 248.

**Public comment:** The public may give oral comments related to agenda items at the beginning of the meeting. Speakers will have anywhere from 90 seconds to three minutes to provide comment, depending on the available time on the agenda. Or, the public may submit general comments in writing by 4:00 PM on the Wednesday of the meeting. Written comments should be emailed and include "CERC Meeting, July 19, 2023 2023" in the subject line.

**Bus Routes & Bike Parking:** Here's some potential language: The Tacoma Municipal Building is served by Pierce Transit bus routes 1, 2, 11, 16, 45, and 57. Visit [www.triplanner.piercetransit.org](http://www.triplanner.piercetransit.org) to find your route. The Tacoma Municipal Building also has bike racks at the Market Street and St. Helens Ave entrances. Visit [www.cityoftacoma.org/mobility](http://www.cityoftacoma.org/mobility) for a map of Tacoma bikeways.

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|--|--|----------------|
| <b>1. Call to Order</b>  | <b>Chair Johnston</b>                          | <b>4:00 pm</b> |
| Land acknowledgement   |  |                |
| “I would like to acknowledge that we rest on the traditional homelands of the Puyallup people, where they make their homes and speak the Lushootseed (luh-shoot-seed) language.”   |  |                |
| <b>2. Warm-up / Check-ins</b>  | <b>Chair Johnston</b>                          | <b>4:05 pm</b> |
| <ul style="list-style-type: none"> <li>• Ice Breaker: If you could meet any historical figure, who would it be and why?</li> </ul>   |  |                |
| <b>3. Approve Minutes</b>  | <b>Vice Chair Domine</b>                       | <b>4:15 pm</b> |
| <b>4. Consent Agenda</b>   | <b>Vice Chair Domine</b>                       | <b>4:15 pm</b> |
| <b>5. Public Comment on Agenda Items</b>   | <b>Chair Johnston / Attendees</b>              | <b>4:20 pm</b> |
| When commenting, please address the chair, restrict comments to 3 minutes each.  |  |                |
| Zoom link for public attendees: <a href="https://us02web.zoom.us/j/83862217228">https://us02web.zoom.us/j/83862217228</a>  |  |                |
| Call in by phone: 253-215-8782   |  |                |
| <b>6. Staff Updates</b>  | <b>City of Tacoma Staff</b>                    | <b>4:30 pm</b> |
| <ul style="list-style-type: none"> <li>• Marketing Update, Jerrol Anonuevo</li> <li>• Engagement Update, DeMeSHee Pye</li> </ul>   |  |                |
| <b>7. Meeting Discussions</b>  | <b>City of Tacoma Staff &amp; CERC Members</b> | <b>5:00 pm</b> |
| <ul style="list-style-type: none"> <li>• Guest: Council Member Daniels</li> <li>• City of Destiny Recap</li> <li>• Committee Retreat (currently scheduled for December meeting) <ul style="list-style-type: none"> <li>○ Date/time/location</li> <li>○ Topics to discuss at the retreat</li> <li>○ Long-term goals of the committee</li> </ul> </li> </ul> |  |                |
| <b>8. New Business</b>   | <b>Chair Johnston</b>                          | <b>5:20 pm</b> |
| <b>9. Items for Future Agendas</b>   | <b>Staff- Ashley Young</b>                     | <b>5:25 pm</b> |
| <b>10. Adjourn</b>   | <b>Chair Johnston</b>                          | <b>5:30 pm</b> |

## MEETING FREQUENCY

Every Third Wednesday of every month at 4:00 pm, at the Tacoma Municipal Building (747 Market St.), room 248, and on Zoom. All meetings of the City Events and Recognition Committee are open to the public.

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## AGENDA

### City Events and Recognitions Committee (CERC)

**Date:** Wednesday, June 12, 2024  
**Time:** 4:00-5:30 pm  
**Location:** Virtual and in-person (see below)

## MEMBERS

Jessica Johnston, Chair  
Alex Domine, Vice Chair  
Keoni Ho  
Karen Sudderth  
Tim Fairley  
Jill Sparks  
Jacob Tice  
Kirsten Putman

The City Events and Recognitions Committee is administered by the City of Tacoma's Tacoma Venues & Events department.

## STAFF

Ashley Young, *Community Events Coordinator*  
Tammi Bryant, *Asst Director, Tacoma Venues & Events*  
Hillary Brenner, *Marketing Director*  
Jerrold Anonuevo, *Marketing Coordinators*  
Jasmine Cawley, *Marketing Coordinator*  
DeMeShee Pye, *Community Impact Coordinator*

## NOT PRESENT

Cecily Croskey

## GUEST

Mayor Victoria Woodards

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- 1. Call to Order** **Chair Johnston** **4:00 pm**  
 Land acknowledgement  
 “I would like to acknowledge that we rest on the traditional homelands of the Puyallup people, where they make their homes and speak the Lushootseed (luh-shoot-seed) language.”
- 2. Warm-up / Check-ins** **Chair Johnston** **4:05 pm**  
 - What is your name, where are you from, and what is your favorite place in the US
- 3. Approve Minutes** **Vice Chair Domine** **4:15 pm**  
**First: Jessica**  
**Second: Tim**  
**Motion: Carries**
- 4. Consent Agenda** **Vice Chair Domine** **4:15 pm**  
 - Vote on Officers:
 
  - Chair: Jessica Johnston
  - Vice-Chair: Alex Domine
  - Treasurer: Kirsten Putman
 - Recommended Motion, “I move that the nominations for the elected officers of the City Events and Recognitions Committee (CERC) be approved.”  
**First: Jacob**  
**Second: Tim**  
**Motion: Carries**
- 5. Public Comment on Agenda Items** **Chair Johnston / Attendees** **4:20 pm**  
 When commenting, please address the chair, restrict comments to 3 minutes each.  
 Zoom link for public attendees: <https://us02web.zoom.us/j/83862217228>  
 Call in by phone: 253-215-8782
- 6. Staff Updates** **City of Tacoma Staff** **4:30 pm**  
 - Sponsorship, Tammi Bryant
 
  - Office of Budget gave clarification on where sponsorship dollars go. Rules and procedures allow for CERC to take sponsorship dollars and CERC is able to receive sponsorship dollars and they will do directly to the committee budget
  - There have been funds raised in the past
  - Need to find out exactly how we would do it, other departments use a /sponsorships fee flow and find an online platform for them to make payments
  - If we wanted to do “donations” that may require a change to the rules and procedures

- Budget update: all departments have been asked to close a gap between revenue and expenses. We have received letters of support from some of the committee members to add to our budget proposal to the Office of Budget
- Council contingency funds. Cannot stop the Council's decisions, but can change rules/guidelines/etc on how legacy events are funded
- Marketing, Jerrol Anonuevo
  - SkillShops on social are live, please share! Also share anything you see on LinkedIn
- Engagement, DeMeShee Pye
  - Engagement subcommittee met last week. will be getting tickets for giveaways
  - Doing a message board to “show your Tacoma pride”
  - Will have swag for Pride
  - Please let us know your shirt size

## **7. Sub-Committee Updates**

**Chair Johnston**

**4:45 pm**

- CODA, Kirsten Putman
  - Performers are confirmed, Tacoma Refugee Choir, Tacoma Public Schools, Tacoma Musical Playhouse
  - 16 vendors are signed up for the Community Showcase
  - We have seen a draft of the video for Isaiah Thomas
  - Vendors are confirmed

## **8. Meeting Discussions**

**City of Tacoma Staff & CERC Members**

**5:00 pm**

- MLK Theme Discussion, with special guest Mayor Woodards
  - Feedback from Lakewood Playhouse. They based their whole 24/25 production season based on the 2024 MLK Celebration.
  - Jessica’s recommended theme is “Building Bridges”
    - Mayor: what bridges were built in the Civil Rights movement?
  - How can we get more people engaged
    - What lowers attendance is the lack of participation, move away from so many videos and have more people on stage and their presence
    - Putting youth on stage will bring more families
  - Look at a better backdrop instead of just the back curtain, images on the backdrop
  - Have Toolbox Labs build bridges during the resource fair
  - How are we pulling in the schools? Incorporate this concept into their program. This is the theme for the City, how can you pull our theme in their MLK programs at the schools
  - Also considered with the Tacoma Urban League another event after our committee event
  - Incorporate a day of service element into the event. Sharon Chambers, raising girls- doing a bag stuffing volunteer event onsite

- Keynote: Cordell Carver (Carter?) from the Tacoma area. Tacoma use to have an afro-pagent. He currently works for a national foundation that does great work
- Sponsorships can be very impactful to make this event stronger “Help us build a bridge”. Mayor will send a letter requesting sponsorships
- Entertainment: make sure we have diverse entertainment, Puyallup tribe, all ages and ethnicities.
  - Step team and bands- talked about the relationship with UWT and see if we can have a procession from their breakfast to our event.
  - The Drumline Band. Have two bands that may be rivals playing the same song together, DeMeSHee can help with the connections with the school system
- A breakout moment and discuss the theme or other related topics

<b>9. New Business</b> None	<b>Chair Johnston</b>	<b>5:00 pm</b>
<b>10. Items for Future Agendas</b> None	<b>Staff- Ashley Young</b>	<b>5:20 pm</b>
<b>11. Adjourn</b>	<b>Chair Johnston</b>	<b>5:30 pm</b>

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