



## AGENDA

### City Events and Recognitions Committee (CERC)

**Date:** Wednesday, August 21, 2024  
**Time:** 4:00-5:30 pm  
**Location:** Virtual and in-person (see below)

## MEMBERS

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

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*

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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.tripplanner.piercetransit.org](http://www.tripplanner.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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### 1. Call to Order

Land acknowledgement

Chair Johnston

4:00 pm

“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.”

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|--|--|----------------|
| <b>2. Warm-up / Check-ins</b>  | <b>Chair Johnston</b>                          | <b>4:05 pm</b> |
| - What goals would you like to see CERC achieve by the end of your term?   |  |                |
| <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> |
| - Vote on MLK Theme “Building Bridges”<br>Recommended Motion, “I motion to approve the 2025 Dr. Martin Luther King Jr. Celebration theme, ‘Building Bridges’.”   |  |                |
| <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.<br>Zoom link for public attendees: <a href="https://us02web.zoom.us/j/83862217228">https://us02web.zoom.us/j/83862217228</a><br>Call in by phone: 253-215-8782   |  |                |
| <b>6. Staff Updates</b>  | <b>City of Tacoma Staff</b>                    | <b>4:30 pm</b> |
| - Marketing Update- Jerrol Anonuevo<br>- Engagement Update- DeMeShee Pye<br>- Sponsorships for MLK- Ashley Young   |  |                |
| <b>7. Sub-Committee Updates</b>  | <b>Chair Johnston</b>                          | <b>4:45 pm</b> |
| - MLK Update- Cecily Croskey<br>- Special Events Funding Update- Jacob Tice  |  |                |
| <b>8. Meeting Discussions</b>  | <b>City of Tacoma Staff &amp; CERC Members</b> | <b>5:00 pm</b> |
| - Engagement Feedback<br>- Retreat Planning Topics <ul style="list-style-type: none"><li>○ Team building</li><li>○ Visions as a whole of a committee</li><li>○ Big picture vision and longer-term action plans overarching objectives</li><li>○ Budget planning</li><li>○ Team building exercises</li><li>○ Review subcommittees</li></ul> |  |                |
| <b>9. New Business</b>   | <b>Chair Johnston</b>                          | <b>5:00 pm</b> |
| - Funding Opportunities  |  |                |

**10. Items for Future Agendas**

**Staff- Ashley Young**

**5:20 pm**

**11. Adjourn**

**Chair Johnston**

**5:30 pm**

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**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, 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.

#### 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*

#### MEMBERS

Jessica Johnston, Chair  
Kirsten Putman, Treasurer  
Keoni Ho  
Karen Sudderth  
Tim Fairley  
Jill Sparks  
Jacob Tice  
Dallisa Hocking

#### ABSENT

Cecily Croskey

#### EXCUSED

Alex Domine, Vice Chair

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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**  
 • Ice Breaker: If you could meet any historical figure, who would it be and why?
- 3. Approve Minutes** **Chair Johnston** **4:15 pm**  
**Motion: Tim**  
**Second: Dallisa**  
**Motion: Carries**
- 4. Consent Agenda** **Chair Johnston** **4:15 pm**  
**Motion: Tim**  
**Second: 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**  
 • Marketing Update, Jerrol Anonuevo
 
  - Pride: Marketing Magic created marketing materials for engagement events to pass out.
  - Jessica provided some feedback.
    - Would like to know more about
 • Engagement Update, DeMeShee Pye
 
  - Pride: Booth was popular. Sent the sign up link for the coming event, please sign up!
  - SkillShops: the second SkillShop on Monday was about funding and grant writing. A lot of great feedback.

  - 7. Meeting Discussions** **City of Tacoma Staff & CERC Members** **5:00 pm**  
 • Guest: Council Member Daniels  
 • City of Destiny Recap
 
    - Liked the performance element, felt like there was more intention about the show

- Would like to see more attendance
- The Inspire Tacoma Award can serve a purpose to draw in a bigger audience
- Would like to see a lead-up video for promotions
- A post-promotion recap video
- Are working on sponsorships this year. Could work with the Chamber
- Consider a for-profit award that would support sponsorship
- Would like to see the committee doing “more” but understands that capacity and finances.
- How to engage the community outside of the summer even in a smaller capacity
- When approaching the funding show what can be done with the funding that we are not able to do now.
- Consider contingency dollars for any new ideas, come at it with a grand idea.
- Would be willing to write a letter for sponsors
- Committee Retreat (currently scheduled for December meeting)
  - Date/time/location
    - Jessica: Consider a separate meeting in February/March so that it is in between MLK and CODA
    - Karen: Recommends October/November, and not pushing into next year
    - Kirsten: should wait until we have the budget to have meeting
    - February Dates:
      - Feb 17
      - Feb 14
      - Feb 5
      - Feb 2\*
      - Feb 9\*
      - Feb 22\*
    - Times:
      - 10am – 2pm
      - 3pm - 7pm
  - Topics to discuss at the retreat
    - Team building
    - Visions as a whole of a committee
    - Big picture vision and longer-term action plans overarching objectives
    - Budget planning
    - Team building exercises
    - Review subcommittees
  - Long-term goals of the committee

**8. New Business**

**Chair Johnston**

**5:20 pm**

**9. Items for Future Agendas**

**Staff- Ashley Young**

**5:25 pm**

- Retreat planning topics
- Funding opportunities

**10. Adjourn**

**Chair Johnston**

**5:30 pm**

Motion: Tim

Second: Dallisa

Motion: Carries

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