



## AGENDA

### City Events and Recognitions Committee (CERC)

**Date:** Wednesday, September 18, 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.”

<b>2. Warm-up / Check-ins</b>	<b>Chair Johnston</b>	<b>4:05 pm</b>
<ul style="list-style-type: none"><li>• What's something that always brings a smile to your face, no matter how tough things get?</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.		
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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></ul>		
<b>7. Sub-Committee Updates</b>	<b>Chair Johnston</b>	<b>4:45 pm</b>
<ul style="list-style-type: none"><li>• Special Event Funding- Jacob Tice</li><li>• MLK Planning- Cecily Croskey</li><li>• Engagement- Tim Fairley</li></ul>		
<b>8. Meeting Discussions</b>	<b>City of Tacoma Staff &amp; CERC Members</b>	<b>5:00 pm</b>
<b>9. New Business</b>	<b>Chair Johnston</b>	<b>5:00 pm</b>
<b>10. Items for Future Agendas</b>	<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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## MEETING FREQUENCY

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## 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  
Dallisa Hocking

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## STAFF

Ashley Young, *Special Events Coordinator*  
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Jasmine Cawley, *Marketing Coordinator*  
DeMeShee Pye, *Community Impact Coordinator*

## EXCUSED

Kirsten Putman

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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.”

**2. Warm-up / Check-ins                                  Chair Johnston                                  4:05 pm**

- What goals would you like to see CERC achieve by the end of your term?

- Jessica- Many of the goals are being achieved, loves the subcommittees, roll out a program where CERC members can be requested to attend events. Start an annual reunion of those who have served on this committee in the past. Would like to see a promotional video. Could we have a newsletter?
- Tim- More attendance at the events at the MLK and CODA awards. More awareness of what the committee and TVE does for the City
- Dallisa- Still learning, but thinks that there should have been more people at the CODA awards. How do we market the event better?
- Jacob- Accessible, popular, available, and dedicated application system that can be used throughout The City. That are easy to use and sustainable for long term use. Thinking about the processes we use that reflect what the committee represents
- Alex-
- Keoni- To get one person to the meeting to engage in public comments and \$1 of fundraising
- Karen- Likes the idea of a reunion for alum committee members. Is concerned about all of the extra involvement. Would like to consider looking at two layers involving people from UWT or TCC that would be willing to be involved on another level at the events. Thinks that it is too much if you keep asking to do more.
- Jill- wants to attend as many events as she can so she can become more connected and knowledgeable. Has loved being on the funding committee and wants to understand the social impacts. Data collection and evaluations to get metrics about the program.

**3. Approve Minutes                                  Vice Chair Domine                                  4:15 pm**

**Motion: Karen**  
**Second: Jessica**  
**Motion: Carries**

**4. Consent Agenda                                  Vice Chair Domine                                  4:15 pm**

- Vote on MLK Theme “Building Bridges”  
Recommended Motion, “I motion to approve the 2025 Dr. Martin Luther King Jr. Celebration theme, ‘Building Bridges’.”  
**Motion: Jessica**  
**Second: Dallisa**  
**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.

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**6. Staff Updates City of Tacoma Staff 4:30 pm**

- Marketing Update- Jerrol Anonuevo
  - o SkillShop- DEIA and the release of the Equity in Events Toolkit
  - o Working on the Funding pages on the TVE website
  - o Able to make a trifold for CERC funded events
  - o Pink! is coming to the Dome and TVE is collaborating with the schools on a Stuff the Bus event to get school supplies for Tacoma Public Schools
- Engagement Update- DeMeSHee Pye
  - o Thank you for all of those who tabled at the events
- MLK- Ashley Young
  - o MLK Categories need to be approved, Ashley will create some recommendations and send to the sub-committee
  - o CityLine appearances
    - August 29, MLK Nominations- Jessica, Dallisa, Karen
    - September 12, Funding Tim, Jacob, Jill
    - January 9, MLK Event Cecily, Jessica, Sharon from Raising Girls
  - o **MLK Sponsorship**
    - How would the committee like to share the word?
    - All could work on a Google Doc together to see where they are sharing information
    - Create an email, one-sheet, website landing page, thank you letter, and list of people that they would like to contribute handwritten cards

**7. Sub-Committee Updates Chair Johnston 4:45 pm**

- Special Events Funding Update- Jacob Tice
  - o Designed questions, sorted out the focus and priorities
  - o About 15 questions that are scored
  - o Guidelines are complete, budget is complete, matrix is complete
    - Is there anything that others on the committee to help with?
- MLK Update- Cecily Croskey
  - o Keynote has been recommended by Mayor and an invite will be sent out
  - o Raising Girls will do the act of service and a sponsor to do a backpacking stuffing at the event
  - o Toolbox will be back and helping to build bridges
  - o MLK and inauguration are on the same day

- Karen does not think that politics should be discussed in our meetings or events
- Jessica thinks that regardless of peoples affiliation the inauguration taking place at the same time as the MLK event should be considered for safety, timing, attendance, and other reasons.
- Alex suggests, taking the political part out of it, looking at the event from an attendance perspective
  - Would recommend that they move it and how do we get that decision to be made.

**8. Meeting Discussions** **City of Tacoma Staff & CERC Members** **5:00 pm**

- Engagement Feedback
  - Tim said he would like to see every CERC member to attend at least 1 event. It encourages other to continue to keep doing it.
  - If you cannot commit to tabling you can just attend the event to walk around and represent CERC at the event
  - Engagement could also be at other events and not just at the funded events
  - Keoni has praise that something that started as an idea has come together and has been great!
- Retreat Planning Topics
  - 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
    - Subcommittee for planning
      - Jessica
      - Jacob
      - Alex
      - Karen

**9. New Business** **Chair Johnston** **5:00 pm**

**10. Items for Future Agendas** **Staff- Ashley Young** **5:20 pm**

**11. Adjourn** **Chair Johnston** **5:30 pm**

**Motion: Alex**

**Second: Jacob**

**Motion: Carries**

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