

Members:

Jessica Johnston, At-Large #6, Chair
Alex Domine, District #2, Vice Chair
Keoni Ho, At-Large #1
Cecily Croskey, At-Large #2
Jacob Tice, District #3
Kirsten Putman, District #5



City of Tacoma City Events and Recognition Committee

Location: 747 Market Street, Room 248, Hybrid Meeting Accommodations

Virtual attendance: Committee members have been sent email invitations to join as Panelists if they are unable to attend in person.

Public attendees: see link in Item VI. Public Comment

MEETING AGENDA

Wednesday, February 15, 2022, 4:00 p.m.

Land Acknowledgment:

“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.”

- I. 4:00 – 4:30 pm – Open Discussion
- II. Approve the agenda for this meeting
- III. Approve the minutes of the January meeting
- IV. Chair Comments
- V. Staff Update
 - i. Final vote on the Event Funding recommended selections
 - ii. TVE Marketing – Social Media update
Special highlight posts of community members
 - iii. Improvements to Special Event Funding Program and selection process (see notes in minutes doc.)
- VI. Subcommittees
 - i. City of Destiny Awards - selection panel presents recommended awardees in all categories - Call for a motion to approve the recommendations and vote to accept
 - ii. CODA location brainstorming and acquisition
- VII. Public comment: please address the chair, restrict comments to 3 minutes each
Zoom link for public attendees:
<https://us02web.zoom.us/j/83862217228?pwd=WG5pTVR1dmpxdGiraWlvcHVEWZ0Z09> Call in by phone: 253-215-8782
- VIII. Items for Future Agendas
 - i. Ask members for ideas for upcoming agendas



Adjourn

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City Events and Recognitions Committee

Hybrid Meeting

MEETING MINUTES

January 18, 2023

NOTE: This meeting was held as a hybrid meeting and was recorded. (YouTube link: <https://youtu.be/MsLXa5bS8Kg>)

Member Present: Jessica Johnston, Cecily Croskey, Keoni Ho, Jacob Tice, Kirsten Putman

Staff Present: Kala Dralle, Jerrol Anonuevo, Jasmine Cawley, Jennifer Durham

Call to order 4:15 PM

Approval of agenda for this meeting: Motion by Ms. Croskey, 2nd by Ms. Putman; discussion to move item of voting on funding recommendations (and staff reports to) earlier in the agenda. Motion passes.

Reviewed summary selection – 23 events, a total of \$125,000 in awards

Call for motion to approve recommendations made: Motion by Mr. Tice, 2nd by Ms. Putman; discussion included acknowledgement of the amount of work done by the selection panel, the positive impact that this funding will have on so many events and communities. Motion passes.

Staff reports - Ms. Cawley, as newest member of the marketing staff, introduced herself

Mr. Anonuevo gave update regarding the member spotlight profiles, which will go up on social soon, he shared MLK video link on all social, offered subscription to TVE community newsletter to all members (send link to Ms. Dralle to share with everyone)

Mr. Tice asked about highlighting a specific community member each month who has done small acts of community service as a recognition of their contribution; also consider nominated folks that did not receive awards – put on February meeting agenda.

Update on City of Destiny Awards – 7 to date; extend the deadline to Feb 6? We have that option; Ms. Durham will ask TV Tacoma who will be working on it; deadline is currently 1/30; follow up discussion about the volume of video pre-production required for the event. No action needed.

Mr. Tice has some past scoring documentation from Tacoma Creates which he is willing to share for the scoring of City of Destiny Award (CODA) nominations.

CODA Selection panel members – Ms. Putman, Ms. Johnston, Mr. Domine, and Mr. Tice as alternate.

Key milestones

Feb 1 Start calling references

Feb 6 City of Destiny Awards deadline

Feb 7 Call final references

Feb 9-10 Distribute nomination forms

Items for future agendas – Special highlight posts on social media; improvements to Special Event Funding Program (see notes); CODA location brainstorming and acquisition.

Adjourned meeting at 6:10 PM.

To do:

Event calendar for general information so members can decide which ones to attend and report back on. Include which ones are funded by CERC. They might want to have a booth or table at community facing events.

Programming calendar to include City of Destiny Awards and other event production steps with key deadlines.

Check on possibility of YouTube Channel, logo for CERC

Send doodle calendar to schedule a retreat

Discussion notes MLK event recap:

Food drive increase promotion, put bins on outside of security, create a social media presence

GTCC staff was awesome, friendly,

Mayor extraordinarily happy, she has a lot of ownership, so it means a lot, she sang in the choir,

Ericka was great to work with

Attendance was as low as ever seen

We were not aware of the UWT breakfast until very late. Affected parking in the area.

Consider posting other MLK events – used to search web to find those events

Should we use the ballroom in future, which is less expensive, smaller, 1000 seats, etc. TV Tacoma Truck can run wires down stair well?

Good volunteer coordination and participation – thanks Jessica and Jacob!

RSVPs – can we do ticketing? Put numbers on seats, label sections, use chalk labeling like at concerts?

Outreach fair was great Move kids' activities over closer to escalator so it's more visible, invite senior organizations

Marketing, expand reach and types of promotions, go old school, and send posters to churches!

Post a "know before you go" page on TVE website and City's webpage like we do for Dome events

Improvements to Special Event Funding Program: Notes from selection panel discussion

- Create community impact scoring template
- Base ranking or scoring on the number of estimated attendees, as well as the 4 criteria
- Be clearer about the budget – only include what the event costs will be and clearly indicate how much you are requesting
- Indicate size of event – small, medium, large
- Jacob volunteers to create the matrix/pivot table – Brian also has some thoughts
- No series of shows allowed?
- New restrictions on resource fairs
- Consider applying for funding for free food
- Change date of open window for applications so selection process doesn't happen during holidays