



City Events and Recognitions Committee

Virtual meeting via Zoom

MEETING MINUTES

October 19, 2022

NOTE: This meeting was held as a Zoom meeting and was recorded. (YouTube link: <https://youtu.be/cELIFggJJk4>)

Members Present: Jessica Johnston; Alex Domine; Keoni Ho; Jacob Tice; Kirsten Putman

Staff Present: Kala Dralle; Tammi Bryant; Jerrol Anonuevo, Jennifer Durham; Mayor Victoria Woodards

Call to Order – 4:15 PM

Item 1 – Open Discussion:

- Introductions and welcome to new members Mr. Ho, Mr. Tice, and Ms. Putman
- Action: Chair asked for a motion to approve the 2023 theme concept for MLK “. . .And We Rise”, moved by Mr. Domine, 2nd by Mr. Tice, motion passes
- See included discussion notes regarding Mayor’s input on MLK event, theme, and her expectations of the Committee

Item 2 – Approve today’s Agenda and Minutes of the Sept. 21 meeting: action: moved by Mr. Domine, 2nd by Mr. Tice, motion passes

Item 3 – Chair Comments

- Charged the new and existing members to challenge her and the status quo, bring fresh ideas, be always engaged, show up and participate with energy, and thanked them for their commitment to volunteering for these important roles
- Action: Chair asked for a motion to nominate Mr. Domine as Vice Chair of the Committee; moved by Mr. Ho, 2nd by Ms. Putman, motion passes
- Roles and responsibility of VC is to support the Chair, fill in when Chair Johnston is absent, coordinate with subcommittee Chairs

Item 4 – Staff Report

- Mr. Anonuevo reminded members that he will join them at the November 16 meeting to take head-shot photos and have each answer a few profile questions to be posted on TVE social media
- MLK nomination form link: www.cityoftacoma.org/mlk
- Tabled Office of Arts & Cultural Vitality discussion until future meeting, no action

Item 5 – Subcommittees Report Out: no action

1. Fundraising: South Sound Together <https://www.southsoundproud.org/>; Mr. Domine provided information and forms for grants; determine a project for funding
2. Member handbook
“Rules & Procedures” pages 10-15 in handbook action: moved by Ms. Putman, 2nd by Mr. Ho, motion passes
Discussion: questions about how to share documents, calendars, schedules – Ms. Dralle will work with Ms. Durham for MLK assets and production information; Ms. Dralle will update the cityoftacoma.org CERC webpage with all calendar related information

Item 6 – Public comment: No public comment at this time.

Item 7 – Items for future agendas

1. MLK Updates
2. City of Destiny Awards nominations open
3. Public comment procedures (requires action)
4. Members' social media profiles

Item 8 – Adjourn at 5:45 PM

Attachments and inclusions: MLK planning schedule; MLK theme discussion notes

PLANNING & PRODUCTION SCHEDULE FOR MLK EVENT

- October
 - Finalize theme - "Still We Rise"
 - Deliver to marketing, media & communications, and to TV Tacoma
 - Assign tasks to members and staff
 - Start researching and selecting performers
 - Do a call for volunteers in local media and on social media
 - Determine what we need
- November
 - Review nominations and select awardees (subcommittee)
 - News release, contact awardees
 - Collect assets for video production
 - Deliver assets to Fred
 - Convention Center walk around with Fred & Greg
 - Agreement with Encore or other V/A company
 - Finalize performers, get them into City's procurement system
 - Invitations:
 - Community Outreach Fair
 - VIP guests (run by Mayor's office)
 - Determine graphics/signage for site
 - Ask marketing to produce
- December
 - Ongoing video production
 - Order certificates for awardees
 - Finalize layout for Convention Center with Greg
 - News release out with speakers, performers, etc
- January
 - Last signage and other materials production
 - Run through on Sunday, January 15
 - Event, Monday, January 16

2023 MLK Theme Discussion at 10.19.2022 CERC Meeting (to be included with minutes)

Present: Alex Domine, Keoni Ho, Jacob Tice, Kirsten Putman, Chair Jessica Johnston

Absent – Cecily Croskey

Staff: Kala Dralle, Tammi Bryant, Jerrol Anonuevo, Jennifer Durham, Mayor Victoria Woodards

Mayor’s comments – view past videos to understand how we have presented the events, but dream of new ways to present and take them to a new level. Any programming we do must reflect the entire community and its make up.

Chair comments – explained the MLK schedule starting a bit late this year. Brought attention to notes from brainstorming session regarding the theme.

Based on where we are in time, healing is taking place, but we are not “there” yet, still on the path. Don’t want to use “hope” again, but it is the feeling of hope that we want to capture. Wants people to leave the event feeling hopeful, confident in their own agency in helping the City rise, move forward. Most important word in the title is “WE”. We are addressing our challenges together. Pushing forward, not down on the mat, a glimmer of hope and confidence.

“Still We Rise” – discussion among the members and staff

Alex – “And Still We Rise” gives an opportunity to add other words to front and end of title, example “The Pandemic, And Still We Rise”

Mayor – as we think about forward facing (in time) how does this fit in with the messaging for the whole City

Alex – thinks we can use it as a milestone

Jacob – keeps hearing regardless of, and challenges, which gives a more negative focus on those; likes the use of the word “Rising” which is more forward facing. Resilience, sustainability, build on what we have, development,

Chair – we don’t want the language to be cheerleading. We don’t want to pull the wool over people’s eyes; we know that our communities want to see/need more growth and recovery

Mayor – what about “We Rise”; “We Rise . . . Together”

Jacob – that allows us to talk about both the challenges and the positive things we are doing to rise above those challenges

<u>Ideas</u>	<u>Meanings</u>
Still We Rise	Resilience
We Rise	Grit
We Are Rising	Progress
We Rise . . . Together	Sustainability
. . . And We Rise	

Alex – with themes, we are really just trying to capture the spirit; we can always add tags and other words that can expand the

A follow-up meeting is needed with Jessica, Kala, Jennifer, and Mayor to discuss musical performances

A follow-up meeting is needed with Kala, Jennifer and Cecily regarding the Community Outreach Fair