

CITY OF CLEARLAKE

www.clearlake.ca.us



CLEARLAKE MARKETING COMMITTEE
CLEARLAKE CITY HALL COUNCIL CHAMBERS
14050 OLYMPIC DRIVE
CLEARLAKE, CA 95422
REGULAR MEETING

WEDNESDAY

FEBRUARY 17, 2021

2:00 P.M.

On March 12, 2020, Governor Newsom issued Executive Order N-25-20, which allows Marketing Committee Members to attend Marketing Committee meetings telephonically. Please be advised that some, or all, of the Clearlake Marketing Committee Members may attend this meeting telephonically.

Furthermore, on March 17, 2020, Governor Newsom issued Executive Order N-29-20, which waives the mandate of public, in-person accessibility to Marketing Committee meetings provided there are other means for the public to participate. **Effective immediately** and continuing only during the period in which state or local public health officials have imposed or recommended social distancing measures, the Clearlake Marketing Committee meetings will be viewable only via livestreaming on the City of Clearlake's YouTube Channel (https://www.youtube.com/channel/UCTyifT_nKS-3woxEu1iIBXA) and now the public may participate through Zoom <https://clearlakeca.zoom.us/j/92180891358>

Balancing the health risks associated with COVID-19, while appreciating the public's right to conduct the people's business in a transparent and open manner, the City wants you to know that you can submit your comments and questions in writing for Marketing Committee consideration by sending them to the City Clerk at mswanson@clearlake.ca.us. You can also visit our Town Hall site and submit written comments through our portal at https://www.opentownhall.com/portals/327/forum_home To give the Marketing Committee adequate time to review your questions and comments, please submit your written comments prior to 2:00 p.m. on the date of the meeting.

This meeting, and any future meetings while under a declared emergency, **will not** be viewable in person. You may view the meeting live on YouTube at the City of Clearlake's YouTube Channel (https://www.youtube.com/channel/UCTyifT_nKS-3woxEu1iIBXA) or "**Lake County PEG TV Live Stream**" at <https://www.youtube.com/user/LakeCountyPegTV/featured>.

ROLL CALL:

- _____ Chair Councilmember David Claffey
- _____ Vice Chair Member Stephanie Codling
- _____ Councilmember Joyce Overton
- _____ Member Clear Lake Chamber of Commerce Representative
- _____ Vacant, Public Member

MEETING PROCEDURES:

All items on the agenda will be open for public comment before final action is taken. Citizens wishing to introduce written material into the record at the public meeting on any item are requested to provide a copy of the written material to the City Clerk prior

to the meeting date so that the material may be distributed to the Committee prior to the meeting. Speakers must restrict comments to the item as it appears on the agenda and stay within a three-minute time limit. The Chair has the discretion of limiting the total discussion time for an item. As a courtesy to others, please turn off cell phones and any other distracting devices.

PUBLIC COMMENT:

During the Marketing Committee meeting, public comment will be accepted via email and through the City's Town Hall portal. If you would like to comment remotely, please follow the protocols below:

- Send comments via email to the City Clerk at mswanson@clearlake.ca.us or via the City's Town Hall portal prior to the commencement of the Marketing Committee meeting.
- Members of the public may also now view the meeting directly through the Zoom link.
- Identify the subject you wish to comment on in your email's subject line or in your Town Hall submission.
- Each public comment emailed to the City Clerk will be read aloud by the Chair or a member of staff for up to three minutes or will be displayed on a screen.
- Public comment emails and Town Hall public comment submissions which are received after the beginning of the meeting will not be included in the record.

BUSINESS:

- 1) Continued Discussion of 2021 Committee Goals
Recommended Action: Discuss and provide direction to staff
- 2) Discussion of 2021 Events
Recommended Action: Discuss and provide direction to staff
- 3) Business Attraction Review
Recommended Action: Discuss and provide direction to staff

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

ADJOURNMENT

AMERICANS WITH DISABILITY ACT (ADA) REQUESTS

If you need disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact Melissa Swanson, City Clerk, at the Clearlake City Hall, 14050 Olympic Drive, Clearlake, California 95422, phone (707) 994-8201, ext. 106, or via email at mswanson@clearlake.ca.us at least 72 hours prior to the meeting, to allow time to provide for special accommodations.

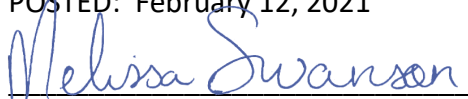
AGENDA REPORTS

Staff reports for each agenda item are available for review at www.clearlake.ca.us.

Any writings or documents pertaining to an open session item provided to a majority of the Committee less than 72 hours prior to the meeting, shall be made available for public inspection at the front counter

at City Hall located at 14050 Olympic Drive during normal business hours, or on the City's website at www.clearlake.ca.us.

POSTED: February 12, 2021

A handwritten signature in blue ink that reads "Melissa Swanson". The signature is written in a cursive style and is positioned above a horizontal line.

Melissa Swanson, Administrative Services Director/City Clerk

February 2021

February 2021							March 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	7	1	2	3	4	5	6
14	8	9	10	11	12	13	14	8	9	10	11	12	13
21	15	16	17	18	19	20	21	15	16	17	18	19	20
28	22	23	24	25	26	27	28	22	23	24	25	26	27

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 31	Feb 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	18	19	20
21	22	23	24	25	26	27
28	Mar 1	2	3	4	5	6

March 2021

March 2021							April 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	15	16	17
21	15	16	17	18	19	20	18	19	20	21	22	23	24
28	22	23	24	25	26	27	25	26	27	28	29	30	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Feb 28	Mar 1	2	3	4	5	6 6:00am Copy: Best Bass Fishing Tournament - RedBud Park - Tina Viramontes
7	8	9	10	11	12	13
14	15	16	17 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Apr 1	2	3

April 2021

April 2021							May 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 28	29	30	31	Apr 1	2	3
4	5	6	7	8	9	10
11 5:00am Lake County High School Fishing Club - Bass Tournament - RedBud Park - Tina Viramontes	12	13	14	15	16	17 6:00am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes
18	19	20	21 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	22	23	24
25	26	27	28	29	30	May 1

May 2021

May 2021							June 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			
30	31												

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Apr 25	26	27	28	29	30	May 1
2	3	4	5	6	7	8
9	10	11	12	13	14	15 6:00am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes
16	17	18	19 10:00am Raising of the Flag 2021 2:00pm Marketing Meeting (Council	20	21	22
23	24	25	26	27	28	29 8:00am Tentative - Soap Box Derby
30	31	Jun 1	2	3	4	5

June 2021

June 2021							July 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
6	7	1	2	3	4	5	4	5	6	7	1	2	3
13	14	8	9	10	11	12	11	12	13	14	15	16	17
20	21	15	16	17	18	19	18	19	20	21	22	23	24
27	28	22	23	24	25	26	25	26	27	28	29	30	31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
May 30	31	Jun 1	2	3	4	5 5:00am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes
6	7	8	9	10	11	12
13	14	15	16 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	17	18	19
20	21	22	23	24	25	26
27	28	29	30	Jul 1	2	3

July 2021

July 2021							August 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	8	9	10	1	2	3	4	5	6	7
11	12	13	14	15	16	17	8	9	10	11	12	13	14
18	19	20	21	22	23	24	15	16	17	18	19	20	21
25	26	27	28	29	30	31	22	23	24	25	26	27	28
							29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 27	28	29	30	Jul 1	2	3 8:00am 4th of July Parade
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	22	23	24 5:30am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes
25	26	27	28	29	30	31 5:30am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes

August 2021

August 2021							September 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	1	2	3	4
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	19	20	21
22	23	24	25	26	27	28 6:00am Best Bass Fishing Tournament - Redbud Park - Tina Viramontes
29	30	31	Sep 1	2	3	4

September 2021

September 2021							October 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 29	30	31	Sep 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	Oct 1	2

October 2021

October 2021							November 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
3	4	5	6	7	1	2	7	1	2	3	4	5	6
10	11	12	13	14	8	9	14	8	9	10	11	12	13
17	18	19	20	21	22	23	21	15	16	17	18	19	20
24	25	26	27	28	29	30	28	22	23	24	25	26	27
31							29	30					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sep 26	27	28	29	30	Oct 1	2
3	4	5	6	7	8	9 6:00am Best Bass Fishing - Red Bud - Tina Viramontes
10 6:00am Best Bass Fishing Tournament - RedBud Park - Tina Viramontes	11	12	13	14	15	16
17	18	19	20 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	21	22	23
24	25	26	27	28	29	30
31 5:00pm Halloween - Trunk or Treat -	Nov 1	2	3	4	5	6

November 2021

November 2021							December 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Oct 31	Nov 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	18	19	20
21	22	23	24	25	26	27
28	29	30	Dec 1	2	3	4

December 2021

December 2021							January 2022						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Nov 28	29	30	Dec 1	2	3	4 6:00pm Christmas Parade
5	6	7	8	9	10	11
12	13	14	15 2:00pm Marketing Meeting (Council Chambers) - Tina Viramontes	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Jan 1, 22