



MARKETING COMMITTEE REGULAR MEETING

Clearlake City Hall Council Chambers
14050 Olympic Dr, Clearlake, CA

Wednesday, April 21, 2021

2:00 PM

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-3woxEu1ilBXA) and now the public may participate through Zoom at the link listed below.

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. To give the Marketing Committee adequate time to review, please submit your written comments prior to 2:00 p.m. on the day of the meeting.

Beginning April 1st, 2021, the public may attend Committee meetings in person. However, the Council Chambers will have limited capacity and attendees must adhere to masking and social distancing mandates. You may view the meeting live on YouTube at the City of Clearlake's YouTube Channel (https://www.youtube.com/channel/UCTyifT_nKS-3woxEu1ilBXA) or **Lake County PEG TV Live Stream** at <https://www.youtube.com/user/LakeCountyPegTV/featured..>

AGENDA

Zoom Link: <https://clearlakeca.zoom.us/j/94906828197>

AMERICANS WITH DISABILITY ACT (ADA) REQUESTS

If you need disability related modification, including auxiliary aids or services, to participate in this meeting, please contact Melissa Swanson, Administrative Services Director/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 on the City's website at www.clearlake.ca.us.

CALL TO ORDER

ROLL CALL

MEETING PROCEDURES: *All items on agenda will be open for public comments 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 this Marketing Committee meeting, public comment will be accepted via email and Zoom. 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 prior to the commencement of the Marketing Committee meeting. -- Identify the subject you wish to comment on in your email's subject line.*
- Members of the public may also participate directly through the Zoom link.*
- 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 which are received after the beginning of the meeting will not be included in the record.*

BUSINESS

1. Discussion on Light Pole Banners
Recommended Action: Discuss and give possible direction to staff
- [2.](#) Discussion on Beautification Projects
Recommended Action: Discuss and provide possible direction to staff
3. Update and Discussion of Event Projects
Recommended Action: Discuss and provide possible direction to staff
4. Update and Discussion of Content Projects
Recommended Action: Discuss and provide possible direction to staff

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

ADJOURNMENT

POSTED: April 16, 2021



Melissa Swanson, Administrative Services Director/City Clerk

Events Sub-group											
Project Name	Category	Project Lead	Contributing	Event Date	Project Log	Location	Planning Link	Event Website	Application	License	Marketing
Event Playbook	Event Operations	David Claffey	Melissa Swanson, Tina Viramontes		3/1: David briefed by city staff.	NA					
Event Promotion Best Practices	Event Operations					NA					
Fall Events Program	Event Operations	David Claffey		Saturday, September 4, 2021		Austin Park					
Soap Box Derby	Events	Tina Viramontes		Saturday, May 29, 2021	1/20: Tentative for Memorial Day Weekend	Dam Road Ext.					
4th of July Parade	Events	Lions		Saturday, July 3, 2021		Redbud Park					
4th of July Events	Events	Lions				Austin Park					
4th of July Fireworks	Events	Lions				Austin Park					
Christmas Parade	Events			Saturday, December 4, 2021		Redbud Park					
Trunk or Treat	Events	Bruno Sabatier		Sunday, October 31, 2021		Austin Park					
Fishing Tournaments Attraction	Event Operations					NA					
Great Holiday Light Fight	Events	Zabby Neria	David Claffey	Wednesday, December 1, 2021		NA					
Lake County High School Fishing	Fishing Tournament	Tina Viramontes		Sunday, April 11, 2021		Redbud Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, April 17, 2021		Redbud Park					
Raising of the Flag	Events	City Staff		Wednesday, May 19, 2021		Austin Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, May 15, 2021		Redbud Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, June 5, 2021		Redbud Park					
St. Patrick's Day with Woodland	Events	Bruno Sabatier		Wednesday, March 17, 2021	1/20 Bruno trying to convince school to lean into their school colors and adopt this event. College can do Alcohol.	Woodland Community College					
New Years Fireworks	Events	Bruno Sabatier		Friday, December 31, 2021	1/20 Clearlake Marina has a barge that can be used as a launch platform.	Austin Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, July 24, 2021		Redbud Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, July 31, 2021		Redbud Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, August 28, 2021		Redbud Park					
Best Bass Fishing Tournament	Fishing Tournament	Tina Viramontes		Saturday, October 9, 2021		Redbud Park					
Public Event Board	Event Operations										
Chamber Easter Event	Events	Chelsea Raff									
Clearlake Farmers Market	Events										

Completed Events											
Project Name	Category	Project Lead	Contributing	Event Date	Project Log	Location	Planning Link	Event Website	Application	License	Marketing
Best Bass Fishing Tournament	Fishing Tournament	City Staff		Saturday, March 6, 2021		Redbud Park					

Beautification Sub-group											
Project Name	Category	Project Lead	Contributing	Project Log	Working Link	Final Link	Important Date	Assigned	Draft	Final	Distributed
Storefront Art	Beautification	Chelsea Raff	Kristina Nelson	1/20: Chelsea Presented Idea based on Russian River Concept. Next step to identify addresses and contact info for potential shop owners. 1/20: Four total Sulptures, 3 carved in wood. Still in progress. 1 formed from metal. Alan and Bruno walked. Locations will be Redbud, Highland and two in Austin (Park and Beach). Goal to be installed before Memorial Day	https://russianriver.com/artwork/						
Fish Statues	Beautification	Bruno Sabatier	Arts Council/Artist				Memorial Day Weekend				
2021 Mural	Beautification	Bruno Sabatier	Arts Council								
Light Pole Banner	Beautification	David Claffey	Bruno Sabatier								
Poetry Boxes	Beautification	Georgina Marie Guardado									
Downtown Strategies	Beautification			3/4: Downtown strategies to be reviewed and implemented							
Clearlake BioDiversity Project	Beautification	Susan Bloomquist		3/4: Susan to present to the committee in March							

Content, Promotion and Small Business Sub-group

Project Name	Category	Project Lead	Contributing	Asset Type	Category	Project Log	Distribution Target	Working Link	Final Link	Assigned	Draft	Final	Distributed
Business and Tourism Map Refresh	Small Business	David Claffey		Print	Channel	3/1: Targeting end of year	12/1/2021						
Downtown Clearlake Refresh	Event Marketing	David Claffey		Digital	Channel	3/1: Project has not begun. To discuss in March Meeting							
Email Distribution List	Event Marketing			Digital	Channel								
Print Distribution List	Event Marketing			Print	Channel								
Business Profile	Content			Article	Business Profile								
1Team1Dream 2021	Small Business			Digital	Channel								
Organization Content Solicitation Program	Content			Digital/Print									
Photo contests	Content			Digital/Print									
Investor Attraction/Home Development/City	Content			Digital/Print									
Chamber Welcome Packets	Content	Chelsea Raff		Digital/Print	Channel								

- Blog Business Profile
- Video Activities
- Podcast People
- Social Outdoors
- Article