



MARKETING COMMITTEE REGULAR MEETING

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

Wednesday, August 18, 2021

Regular Meeting 2:00 PM

On March 12, 2020, Governor Newsom issued Executive Order N-25-20, which allows Committee Members to attend Measure V Oversight Board meetings telephonically. On June 11, 2021, Governor Newsom extended this Order through September 30, 2021. Please be advised that some, or all, of the Clearlake Planning Commission Members may attend this meeting telephonically.

The Marketing Committee meetings are viewable in person in the Council Chambers, via livestreaming on the City'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> and the public may participate through Zoom at the link listed below. The public can submit comments and questions in writing for Committee consideration by sending them to the Administrative Services Director/City Clerk at mswanson@clearlake.ca.us. To give the Marketing Committee adequate time to review your questions and comments, please submit your written comments prior to 1:00 p.m. on the day of the meeting.

AGENDA

Zoom Link: <https://clearlakeca.zoom.us/j/81603827048>

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: *This is the time for any member of the public to address the Committee on any matter not on the agenda that is within the subject matter jurisdiction of the City. **The Brown Act, with limited exceptions, does not allow the Committee or staff to discuss issues brought forth under Public Comment.** The Committee cannot take action on non-agenda items. Concerns may be referred to staff or placed on the next available agenda. Please note that comments from the public will also be taken on each agenda item. Comments shall be limited to three (3) minutes per person.*

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. Public Comment emails which are received after the beginning of the meeting will not be included in the record. 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.
- Members of the public may also view the meeting and participate directly through the Zoom link.

BUSINESS

1. Update and Discussion of Content Projects
Recommended Action: Discuss and provide 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

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

ADJOURNMENT

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.

POSTED: August 13, 2021



Melissa Swanson, Administrative Services Director/City Clerk