



MARKETING COMMITTEE REGULAR MEETING

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

Wednesday, April 20, 2022

Regular Meeting 2:00 PM

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 12:00 p.m. on the day of the meeting.

AGENDA

- A. 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.*

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 <https://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 <https://www.clearlake.ca.us>.

- B. Zoom Link:** <https://clearlakeca.zoom.us/j/84157044173>

- C. ROLL CALL**

- D. PLEDGE OF ALLEGIANCE**

- E. ADOPTION OF THE AGENDA** *(This is the time for agenda modifications.)*
- F. PUBLIC COMMENT:** *This is the time for any member of the public to address the Marketing 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 Marketing Committee or staff to discuss issues brought forth under Public Comment.** The Board 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.*
- G. BUSINESS**
1. Minutes of the March 16, 2022 Meeting
Recommended Action: Receive and file
 2. Discussion on Areas of Focus for 2022
 3. Discussion of Banner Donations
 4. Discussion of an Event Marketing Plan
- H. CITY MANAGER AND COMMITTEE MEMBER REPORTS**
- I. FUTURE AGENDA ITEMS**
- J. ADJOURNMENT**
- K. POSTED:** April 15, 2022



Melissa Swanson, Administrative Services Director/City Clerk



**MARKETING COMMITTEE
REGULAR MEETING**
Clearlake City Hall Council Chambers
14050 Olympic Dr, Clearlake, CA
Wednesday, March 16, 2022
2:00 PM

MINUTES

- A. 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.*

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- B. Zoom Link:** <https://clearlakeca.zoom.us/j/83672049974>

C. ROLL CALL

PRESENT
Chair David Claffey
Vice Chair Stephanie Codling
Member Joan Mingori
Member Joyce Overton
Member Michael McKeown

D. PLEDGE OF ALLEGIANCE

E. ADOPTION OF THE AGENDA *(This is the time for agenda modifications.)*

Motion made by Member Mingori, Seconded by Member McKeown.

Voting Yea: Chair Claffey, Vice Chair Codling, Member Mingori, Member Overton, Member McKeown

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Bruno Sabatier spoke regarding the donation of a banner from the Board of Supervisors for marketing purposes. Staff was directed to add the item to the next agenda for discussion.

G. BUSINESS

1. Discussion on Areas of Focus for 2022

Chair Claffey led this discussion of the Event Marketing Plan for 2022. A subcommittee was created to work on Member McKeown's webpage: www.visit-clearlake.com with Member Overton. The subcommittee will report back at next meeting. Staff was directed to add discussion of an Event Marketing Plan on the next agenda.

H. CITY MANAGER AND COMMITTEE MEMBER REPORTS

I. FUTURE AGENDA ITEMS

J. ADJOURNMENT

The meeting was adjourned at 3:08 p.m.



Melissa Swanson, Administrative Services Director/City Clerk