



MARKETING COMMITTEE REGULAR MEETING

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

Wednesday, September 15, 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/85728834310>

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 via 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 now view the meeting directly through the Zoom link.

-- Public Comment emails which are received after the beginning of the meeting will not be included in the record.

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: September 10, 2021



Melissa Swanson, Administrative Services Director/City Clerk

Content, Promotion and Small Business Sub-group									
Project Name	Category	Project Lead	Contributing	Asset Type	Category	Assigned	Draft	Final	Distributed
Business and Tourism Map Refresh	Small Business	David Claffey		Print	Channel				
Downtown Clearlake Refresh	Event Marketing	David Claffey		Digital	Channel				
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

Beautification Sub-group										
Project Name	Category	Project Lead	Contributing	Project Log	Working Link	Final Link	Important Date	Assigned	Draft	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 Sculptures, 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						

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	Zabdy Neria	David Claffey	Wednesday, December 1, 2021		NA			
Lake County High School Fishin	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 Woodlan	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			