



MARKETING COMMITTEE REGULAR MEETING

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

Wednesday, June 16, 2021

2:00 PM

On March 12, 2020, Governor Newsom issued Executive Order N-25-20, which allows 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 Council 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 via livestreaming on the City of Clearlake's YouTube Channel https://www.youtube.com/channel/UCTyifT_nKS-3woxEu1ilBXA and 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 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 4:00 p.m. on the day of the meeting.

Beginning April 1st, 2021, the public may attend Marketing 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/99805129111>

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 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.*
- 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.*
- 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.](#) 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
- [4.](#) Discussion on Urban Greening
Recommended Action: Discuss and provide possible direction to staff

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

ADJOURNMENT

POSTED: June 11, 2021

A handwritten signature in blue ink that reads "Melissa Swanson". The signature is written in a cursive, flowing style. The first name "Melissa" is written in a larger, more prominent script, and the last name "Swanson" follows in a similar but slightly smaller script. The signature is positioned above a thin horizontal line.

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	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							

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			

Melissa Swanson

From: Susan Bloomquist <beeyondgardens@gmail.com>
Sent: Thursday, June 10, 2021 2:08 PM
To: Melissa Swanson
Subject: Marketing Committee Agenda

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Melissa, could you attach this to the Agenda please. Susan

Clearlake Marketing Committee June 2021

Susan Bloomquist. My interest in the Marketing Committee is in Urban Greening. I would like to present to you the framework for the work I would like to accomplish in Clearlake. When I was considered for this position, I spent some time discussing the plans of California Natural Resources Agency to address the climate emergency in action on public lands. Following are some excerpts from the first report.

CNRA California Natural Resources Agency
 Expanding Climate Action Through Nature-Based Solutions Advisory Panel Summary Document

- Excerpts -

"Coast redwood forests, coastal vegetated habitats, and agricultural and grazing lands all have significant potential for carbon sequestration."

"Implement strategies to accelerate climate smart land management, particularly for ecosystems with high carbon sequestration potential and multiple co-benefits — To support these efforts, the Panel made the following recommendations to accelerate climate smart land management across California's landscapes: • Immediately implement a shift from reactive fire suppression in forests to proactive vegetation management, prescribed and cultural burns, and managed natural wildfire to reduce the risk of catastrophic wildfire under climate change while taking steps to minimize the effects on air-quality. • Increase active reforestation efforts in areas that are recovering from severe wildfires and suffer from reduced natural regeneration as a result. • Encourage sustainable forest practices in working forests, including decreases in single-age tree stand management, to increase resilience and long-term carbon storage. • Restore wetlands, salt marshes, and seagrass ecosystems to maintain and protect these habitats from future sea level rise. • **Develop effective and dynamic regional land use planning that considers biodiversity, carbon storage, species range shifts due to climate change, and climate resilience at landscape scales.** 2 Gonzalez, P. et al. 2015. Aboveground live carbon stock changes of California wildland ecosystems, 2001-2010. Forest Ecology and Management 348: 68-77 [Link]. Expanding Climate Action Through Nature-Based Solutions 5 • Increase development of both urban tree canopy and green spaces to moderate urban heat islands, decrease energy use, and contribute to carbon sequestration. • Develop more comprehensive vulnerability assessments for agricultural lands that integrate biophysical and environmental stressors, heat, and socio-economic factors. • Actively engage local communities in conservation planning and implementation. • Coordinate and actively partner with California Native American tribes through meaningful government to government consultation and co-management agreements in conservation planning and implementation."

"The Canada National Forest Carbon Monitoring, Accounting, and Reporting System⁵ should be considered for application in California. Assessing carbon in coastal habitats, soil, and detritus currently requires direct measurements, but increased investment in monitoring and collection would provide essential information for evaluating California's carbon stocks."

Topical questions for public input on June 8

1. What land and coastal habitats, including urban and community green spaces, should California classify as having significant opportunity to contribute to our goals of achieving carbon neutrality and building climate resilience? Do some landscapes inherently have greater potential than others? Of these landscapes, which have the longest-term sequestration benefits? 2. Do we have the scientific understanding to identify areas of refugia in California that should be built into our approach to 30x30 and the NWL Climate Smart Strategy? 3. How can conservation best support California's goals of achieving carbon neutrality and building climate resilience? What factors are critical for increasing climate resilience in existing protected landscapes and coastal waters, and how should these be incorporated into new climate resilient acquisitions or conservation management decisions in California? 4. What strategies or best practices would you identify as critical to accelerating climate smart land management across all of California's landscapes? Are there barriers to scaling these actions, and if so, what can the State of California do to address them? 5. How do you recommend we measure and track progress of our collective climate smart land management efforts? What are the leading science-based frameworks for evaluating and monitoring our progress, and what are their pros and cons for use in California?

- End of excerpt -

Item 4.

Many, many projects are being planned and implemented. My role in this Marketing Committee can be to propose plans with funding to address large landscape issues and improve the City property for climate resilience. This work could consider the Anderson Marsh area in a micro-ecosystem. Thank you for your time. Susan Bloomquist

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BeeYond Gardening

Products for A Simple Revolution

Susan Bloomquist cell phone 707-271-0070