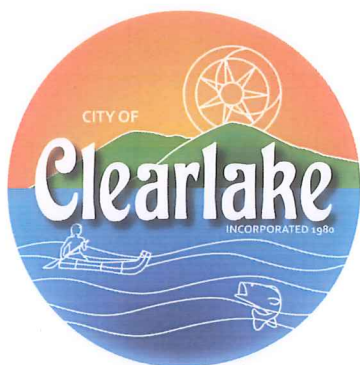


CITY OF CLEARLAKE

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SPECIAL MEETING OF
CLEARLAKE MARKETING COMMITTEE
CLEARLAKE CITY HALL COUNCIL CHAMBERS
14050 OLYMPIC DRIVE
CLEARLAKE, CA 95422

WEDNESDAY

NOVEMBER 14, 2018

2:30 P.M.

Written material introduced into the record: 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.

ROLL CALL:

- _____ Mayor Bruno Sabatier
- _____ Councilmember Joyce Overton
- _____ Member Stephanie Codling
- _____ Member Clear Lake Chamber of Commerce Representative Patrick Prather
- _____ David Claffey, Public Member

MEETING PROCEDURES:

All items on the agenda will be open for public comment 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.

BUSINESS:

1. Review of Proposed Signs for Highlands Park and Austin Park
Recommended Action: Discuss and provide direction to staff
2. Review of Proposed Logo for Highlands on the Lake Apartments
Recommended Action: Discuss and provide direction to staff
3. Discussion of City Directional Signs
Recommended Action: Discuss, review additional designs and provide direction to staff
4. Discussion of the 2018 Destinations Magazine Information
Recommended Action: Discuss and provide direction to staff
5. Discussion of the San Francisco Chronicle Ad and Insert
Recommended Action: Discuss ad and insert ideas and provide direction to staff

6. Discussion of City Events, including City Hall-oween, Trunk or Treat, and the Clearlake Christmas Parade

Recommended Action: Discuss and provide direction to staff

7. Discussion of Outreach Activities for Business and Tourism, including the Culpepper and Merriweather Circus

Recommended Action: Discuss and provide direction to staff

ADJOURNMENT

AMERICANS WITH DISABILITY ACT (ADA) REQUESTS

If you need disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact Melissa Swanson, 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 City Hall located at 14050 Olympic Drive during normal business hours. Members of the public are invited to come and comment on any item under discussion.

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 at the front counter at City Hall located at 14050 Olympic Drive during normal business hours.

POSTED: November 13, 2018



Melissa Swanson, City Clerk