

CITY OF CLEARLAKE

www.clearlake.ca.us



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

WEDNESDAY

FEBRUARY 20, 2019

2:00 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:

- _____ Chair Councilmember Dirk Slooten
- _____ Vice Chair 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.

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. Please complete a "Speaker Information Card" and present it to the City Clerk prior to the start of the meeting. **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 minutes per person.

BUSINESS:

1. Review of Proposed Signs for Highlands Park and Austin Park
Recommended Action: Discuss and provide direction to staff
2. Approval of City Directional Signs

Recommended Action: Discuss, review designs and provide direction to staff

3. Approval of the Business Map

Recommended Action: Discuss and provide direction to staff

4. Discussion on Creation of a Marketing Magazine

Recommended Action: Discuss and provide direction to staff

5. Discussion of the 2019 Destinations Magazine Information

Recommended Action: Discuss and provide direction to staff

6. Discussion of a Welcome Sign at Redbud Park

Recommended Action: Discuss and provide direction to staff

7. Discussion on Marketing of New Housing

Recommended Action: Discuss and provide direction to staff

8. Discussion of Upcoming Events, including the July 4th Parade, the Soapbox Derby, and Crappie and Bass Tournaments

Recommended Action: Discuss and provide direction to staff

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

Recommended Action: Discuss and provide direction to staff

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

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: February 15, 2019



Melissa Swanson, Administrative Services Director/City Clerk