

CITY OF CLEARLAKE

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

WEDNESDAY

OCTOBER 21, 2020

2:00 P.M.

On March 12, 2020, Governor Newsom issued Executive Order N-25-20, which allows Marketing 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 Marketing Committee 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 only via livestreaming on the City of Clearlake's YouTube Channel (https://www.youtube.com/channel/UCTyifT_nKS-3woxEu1ilBXA) and now the public may participate through Zoom (<https://clearlakeca.zoom.us/j/95412073551>).

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 City Clerk at mwanson@clearlake.ca.us. You can also visit our Town Hall site and submit written comments through our portal at https://www.opentownhall.com/portals/327/forum_home To give the Marketing Committee adequate time to review your questions and comments, please submit your written comments prior to 2:00 p.m. on Wednesday, October ²¹.

This meeting, and any future meetings while under a declared emergency, **will not** be viewable in person. 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>.

ROLL CALL:

- _____ Chair Vice Mayor Dirk Slooten
- _____ Vice Chair Councilmember Joyce Overton
- _____ Member Stephanie Codling
- _____ Member Clear Lake Chamber of Commerce Representative
- _____ 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:

During the October 21, 2020 Marketing Committee meeting, public comment will be accepted via email and through the City's Town Hall portal. If you would like to comment remotely, please follow the protocols below:

- Send comments via email to the City Clerk at mwsanson@clearlake.ca.us or via the City's new Town Hall portal at https://www.opentownhall.com/portals/327/forum_home prior to the commencement of the Marketing Committee meeting.
- Members of the public may also now view the meeting directly through Zoom (<https://clearlakeca.zoom.us/j/95412073551>).
- Identify the subject you wish to comment on in your email's subject line or in your Town Hall submission.
- 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 and Town Hall public comment submissions which are received after the beginning of the meeting will not be included in the record.

BUSINESS:

- 1) Discussion of Creating a Marketing Survey
Recommended Action: Discuss and provide direction to staff
- 2) Discussion of Creative Content and an Event Promotional Budget
Recommended Action: Discuss and provide direction to staff
- 3) Discussion on Decorating Empty Storefronts on Lakeshore Drive
Recommended Action: Discuss and provide direction to staff
- 4) Update on Installation of the Public Art Fish Displays
Recommended Action: Discuss and provide direction to staff
- 5) Discussion on Marketing and Rebranding to Improve the City's Image
Recommended Action: Discuss and provide direction to staff
- 6) Discussion on Installation of the Art at the Skate Park
Recommended Action: Discuss and provide direction to staff
- 7) Discussion of Upcoming Events, Including Trunk or Treat, the Annual Christmas Parade, and 2021 Fishing Tournaments and Marketing of Future Events
Recommended Action: Discuss and provide direction to staff

CITY MANAGER AND MEMBER REPORTS

FUTURE AGENDA ITEMS

ADJOURNMENT

AMERICANS WITH DISABILITY ACT (ADA) REQUESTS

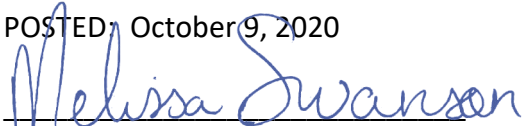
If you need disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact Melissa Swanson, City Clerk, at the Clearlake City Hall, 14050 Olympic Drive, Clearlake, California 95422, phone (707) 994-8201, ext. 106, or via email at 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 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 at the front counter at City Hall located at 14050 Olympic Drive during normal business hours, or on the City's website at www.clearlake.ca.us.

POSTED: October 9, 2020



Melissa Swanson, Administrative Services Director/City Clerk