



CITY SPONSORED SPECIAL EVENTS STANDING COMMITTEE

SPECIAL MEETING AGENDA

**Monday, January 29, 2024
4:00 p.m.**

Clayton City Hall
1st Floor Conference Room
6000 Heritage Trail
Clayton, CA 94517

Committee Members

Kim Trupiano, Vice Mayor
Jeff Wan, Councilmember

Staff

Stephanie Cabrera-Brown, City Clerk

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- A complete packet of information containing staff reports and exhibits related to each public item is available for public review in City Hall located at 6000 Heritage Trail and on the City's website at www.claytonca.gov
 - Agendas are posted at: 1) City Hall, 6000 Heritage Trail; 2) Library, 6125 Clayton Road; 3) Ohm's Bulletin Board, 1028 Diablo Street, Clayton; and 4) City website at www.claytonca.gov
 - Any writings or documents provided to a majority of the Committee after distribution of the agenda packet and regarding any public item on this agenda will be made available for public inspection in the City Clerk's office located at 6000 Heritage Trail during normal business hours and is available for review on the City's website at www.claytonca.gov
 - If you require reasonable modification or accommodation for a disability to participate, please call the City Clerk's office at least 72 hours (about 3 days) before the meeting at (925) 673-7300.

CITY SPONSORED SPECIAL EVENTS STANDING COMMITTEE
January 29, 2024

1. CALL TO ORDER AND ROLL CALL

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Any member of the public may address the Committee on items within the Committee's jurisdiction (which are not on the agenda). To assure an orderly meeting and an equal opportunity for everyone, each speaker is limited to 3 minutes, enforced at the Chair's discretion. In accordance with State Law, no action may take place on any item not appearing on the agenda. The Committee may respond to statements made or questions asked or may request Staff to report back at a future meeting concerning the matter.

3. 2024 COMMITTEE MEETING SCHEDULE (Discussion and Action)

a. Regular meeting frequency and future meetings

4. 2024 EVENTS (Discussion and Action)

a. **Clayton 60th Anniversary Celebration** (Yearlong)

- Clayton Community Library and Clayton Historical Society participation
- March 3 or March 4 – Celebration beginning with a Proclamation or Ceremony at Endeavor Hall
- July 4 – Townwide celebration at the Grove after 4th of July parade

b. **Concerts in the Grove** (May 18 – August 24)

- Concert series music line-up
- Event promotion options

c. **4th of July Parade** (July 4)

- Committee and community volunteers' roles

d. **Clayton Classic Car Show** (June 12 and 26; July 10 and 24)

- Event days

5. SPONSORSHIP, MARKETING, AND ADVERTIZING (Discussion and Action)

a. **Sponsorships**

- Multi and single event sponsorship packages

b. **Marketing and Advertising**

- Media options
- City website media support
- Technical and professional support
- Banner usage and locations

6. FINANCIAL RESOURCES (Discussion and Action)

a. **Events Budget**

- City Council allocation of \$60,000 to support city sponsored events

b. **Concerts in the Grove fund balance - \$89,000**

- Approximately \$40,000 of budget pre-allocated

c. **Fundraising Ideas**

- Sponsorship sales
- Support for collections at Concerts in the Grove

7. ADDITIONAL RESOURCES

- a. Staffing, volunteers, and Council duties

8. ADJOURNMENT

The next regularly scheduled meeting of the City Sponsored Special Events Committee will be in March 2024. Please visit the City's website at www.claytonca.gov for future meeting updates.