



CITY SPONSORED SPECIAL EVENTS COMMITTEE

REGULAR MEETING AGENDA

**Monday, February 26, 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

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. Approval of the January 29, 2024, Meeting Minutes

4. Events Update and Discussion

- a. Actions taken since last meeting
- b. Determine additional actions needed for each event

5. SPONSORSHIP, MARKETING, AND ADVERTIZING

- a. Read out actions taken since last meeting
- b. Determine additional actions needed
- c. Updated on Sponsorship sales
- d. Updated on PFC meeting

6. 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.

Meeting Information and Access

- 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 have a physical impairment requiring special accommodation to participate, please call the City Clerk's office at least 72 hours (about 3 days) before the meeting at (925) 673-7300.

Each person attending the meeting in-person, via videoconference, or call-in and who wishes to speak on an agendized or non-agendized matter (within the council's jurisdiction), shall have a set amount of time to speak as determined by the committee.

**MINUTES
OF THE
CITY SPONSORED SPECIAL EVENTS COMMITTEE
REGULAR MEETING**

MONDAY, JANUARY 29, 2024

1. **CALL TO ORDER AND ROLL CALL** – The meeting was called to order at 4:00 p.m. and held in-person at City Hall, 1st Floor Conference Room, 6000 Clayton Road, Clayton, California. Committee members present: Vice Mayor Trupiano and Councilmembers Wan. Staff present: City Clerk Stephanie Cabrera-Brown.

2. **PUBLIC COMMENT ON NON - AGENDA ITEMS**

Gloria Utley – Spoke regarding concerns with Republic Services waste collection practices and past event experience.

3. **2024 COMMITTEE MEETING SCHEDULE**

- a. Regular meeting frequency and future meetings

The Committee discussed scheduling options and elected to hold meetings every other month, with special meetings as needed.

4. **2024 EVENTS**

- 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

The Committee and public attendees discussed the following topics for each event:

Clayton 60th Anniversary Celebration

- *Yearlong celebration*
- *Celebrate former Mayor Bob Hoyer's 103 Birthday*
- *Incorporate theme in 4th of July Parade*
- *Work with Graphic Designer to create 60th Anniversary logo*
- *Pricing of banners and displays*

Concerts in the Grove

- *Create and distribute an RFP to hire a Promoter*
- *Discussed potential promoters*
- *Discussed how RFP will be scored and vendor selection process*

4th of July Parade

- *Coordinate Volunteers*
 - *Engage with local community/leadership programs*
- *Ensure PDF fillable applications for parade participation*
 - *Email completed forms to City Hall*
- *Promote the Sunrise Rotary Club Pancake Breakfast on parade day*
- *Create procedural manual*

Concerts in the Grove

- *Provide support for events as needed*

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*

The Committee discussed sponsorship package levels and engaging previous sponsors.

6. **FINANCIAL RESOURCES**

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

The Committee discussed previous sponsorships, potential sponsors and collaboration with the PCF for fundraising activities.

7. **ADDITIONAL RESOURCES**

- a. Staffing, volunteers, and Council duties.

The Committee discussed other sources to recruit additional volunteers and how Staff and Council can support the various events.

Note: The Committee opened public comment and engaged the members of the public in attendance, in open discussion satisfying the Public Comment requirements.

8. **ADJOURNMENT**

The meeting adjourned at 5:05 p.m.