



## **CITY SPONSORED SPECIAL EVENTS COMMITTEE**

### **REGULAR MEETING AGENDA**

**Monday, March 25, 2024  
3:00 p.m.**

**Clayton City Hall**  
1<sup>st</sup> 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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#### **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 FEBRUARY 26, 2024, MEETING MINUTES**

[\(View\)](#)

#### **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

#### **6. ADJOURNMENT**

The next regularly scheduled meeting of the City Sponsored Special Events Committee will be April 22, 2024. Please visit the City's website at [www.claytonca.gov](http://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](http://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](http://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](http://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, FEBRUARY 26, 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, 1<sup>st</sup> Floor Conference Room, 6000 Clayton Road, Clayton, California. Committee Members present: Vice Mayor Trupiano and Councilmember Wan. Staff present: City Clerk Stephanie Cabrera-Brown.

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

*There were no members of the public present to provide public comment.*

3. **Approval of the January 29, 2024, Meeting Minutes**

*It was moved by Councilmember Wan, seconded by Vice Mayor Trupiano, to approve the January 29, 2024, Meeting Minutes. (Passed; 2 - 0).*

4. **Events Update and Discussion**

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

*The Committee discussed the following topics for each event:*

**60<sup>th</sup> anniversary**

- Proclamation drafted and shared with Council
- Historical Society coordination for display items
- Created Logo for 60<sup>th</sup> Anniversary year
- Street Banners in process
  - Working with sponsors and street team
- Send Invitations for March 5, 2024, Proclamation reading and reception

**Concerts in the Grove**

- RFPs received – Reviewing responses
- Select Master of Ceremony (MC) per concert
- Concert series flyer

**4<sup>th</sup> of July Parade**

- Theme: Celebrating 60 years of Community
- Facilities for parade day
  - Coordinate with July 6 Concert in the Grove
- Sound and MC selection

- Securing vehicles
- Update/New Banners
- Sunrise Rotary Club Pancake Breakfast marketing coordination
- Volunteers
  - Contact schools to coordinate
  - Check with other participants
- Begin succession planning for parade planning

**Classic Car Show**

- Sponsorship support needed
  - Banners and radio ads
- Show logistics

**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

*The Committee discussed:*

- Update on potential business sponsors
  - Previous sponsors contacted
- Sponsorship levels
- Banner creation and updates
- Distribution of Sponsorship Flyer
- Current budgets
- Parent and Faculty Club (PFC) coordination for collection jugs
  - Splitting proceeds
  - Recognition for PFC volunteers
  - Collecting volunteer information

**8. ADJOURNMENT**

The meeting adjourned at 4:51 p.m.