

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.