



CITY SPONSORED SPECIAL EVENTS COMMITTEE

REGULAR MEETING AGENDA

Monday, APRIL 22, 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 MARCH 25, 2024, MEETING MINUTES

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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. Actions taken since last meeting
- b. Determine additional actions needed
- c. Update on Sponsorship sales
- d. Finalize poster, advertising program and social media calendar

6. ADJOURNMENT

The next regularly scheduled meeting of the City Sponsored Special Events Committee will be May 27, 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, MARCH 25, 2024

1. **CALL TO ORDER AND ROLL CALL** – The meeting was called to order at 3:00 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 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 FEBRUARY 26, 2024, MEETING MINUTES**

It was moved by Vice Mayor Trupiano, seconded by Councilmember Wan, to approve the February 26, 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:

60th anniversary

- March 5, 2024, Proclamation reading and reception

Concerts in the Grove

- Promoter agreement
- Current sponsors
- Staging options

4th of July Parade

- Sound Engineer options
- “Day of” Parade logistics
- Volunteers and key roles
 - Contact schools initiated
- Application format and deadline
- Agency parade participants

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
- Banner set-up
- Posters
- Parent and Faculty Club (PFC) volunteers

8. ADJOURNMENT

The meeting adjourned at 3:41 p.m.