



CITY SPONSORED SPECIAL EVENTS COMMITTEE

REGULAR MEETING AGENDA

Monday, MAY 20, 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. APPROVAL OF THE APRIL 22, 2024, MEETING MINUTES**
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- 3. EVENTS UPDATE AND DISCUSSION**
 - a. Actions taken since last meeting
 - b. Determine additional actions needed for each event
 - 60th Anniversary
 - Concerts in the Grove
 - 4th of July Parade
 - Car Show

- 4. SPONSORSHIP, MARKETING, AND ADVERTIZING**
 - a. Actions taken since last meeting
 - b. Determine additional actions needed
 - Social Media calendar
 - Banners
 - Advertising schedules
 - Sponsorship collections

5. ADJOURNMENT

The next regularly scheduled meeting of the City Sponsored Special Events Committee will be June 24, 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 who wishes to speak on an agendized matter, 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, APRIL 22, 2024

1. **CALL TO ORDER AND ROLL CALL** – The meeting was called to order at 4:05 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 MARCH 25, 2024, MEETING MINUTES**

It was moved by Vice Mayor Trupiano, seconded by Councilmember Wan, to approve the March 25, 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:

Concerts in the Grove

- Finalized the line-up
- Promoter and Sound/stage agreements
- Banner creation and placement
- Event advertising (website, print, and social media)
- Budget designations (not part of the General Fund)
- PFC Volunteer update
- Concerts Emcee
- Maintenance Support

4th of July Parade

- Vehicles for Dignitaries
 - Each to secure their own vehicle for parade
- Sound Engineer
- Parade scripts
- Application form (Online form - deadline June 24 at 11:59 pm)
- Volunteers

- Day of logistics
- Parade Marshall

Car Shows

- Promotional Banners
- Show dates
 - June 12, June 26, July, 10, July 24, and Sept. 21 (morning show)
- Maintenance Support
- Emcee

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 received an update on sponsorships and deadlines.

6. ADJOURNMENT

Prior to adjournment, the Committee briefly discussed the potential of a downtown Halloween tour and requested the matter be agendaized for a future meeting.

The meeting adjourned at 5:00 p.m.