



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Consideration of Marketing Committee Appointment to One Vacant Seat

MEETING DATE:
November 4,
2021

SUBMITTED BY: Melissa Swanson, Administrative Services Director/City Clerk

PURPOSE OF REPORT: ☐ Information only ☐ Discussion ☒ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to appoint a member of the Clearlake Marketing Committee.

BACKGROUND/DISCUSSION:

Former Marketing Committee Member Susan Bloomquist resigned from the Committee in August. Staff advertised for the vacant seat and received one applications as of October 28th, Michael McKeown. In addition to the received application, there may be additional applicants or a nomination from the floor at the meeting. Terms on the Committee are for no specified limit and continue at the Council's discretion.

Staff recommends reviewing the application, interviewing the applicant(s), and appointing one applicant to the vacant Marketing Committee seat.

OPTIONS:

1. Move to appoint Michael McKeown to the Marketing Committee
2. Other direction

FISCAL IMPACT:

☒ None ☐ \$ Budgeted Item? ☐ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☐ No If yes, amount of appropriation increase: \$

Affected fund(s): ☐ General Fund ☐ Measure P Fund ☐ Measure V Fund ☐ Other:

Comments:

STRATEGIC PLAN IMPACT:

☐ Goal #1: Make Clearlake a Visibly Cleaner City

- ☐ Goal #2: Make Clearlake a Statistically Safer City
- ☐ Goal #3: Improve the Quality of Life in Clearlake with Improved Public Facilities
- ☒ Goal #4: Improve the Image of Clearlake
- ☐ Goal #5: Ensure Fiscal Sustainability of City
- ☐ Goal #6: Update Policies and Procedures to Current Government Standards
- ☒ Goal #7: Support Economic Development

SUGGESTED MOTIONS:

Move to appoint (Name of Person) to the Marketing Committee.

- ☒ **Attachments:** 1) Marketing Committee Application of Michael McKeown