



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Authorization of the Main Street Project Agreement with Lake County Rural Arts Initiative

MEETING DATE:
October 20, 2022

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 approve an agreement with Lake County Rural Arts Initiative (LCRAI) for art project development in the previously approved and budgeted amount of \$100,000.

BACKGROUND/DISCUSSION:

In FY 2019/2020, Council approved budgeting \$100,000 to work with LCRAI to develop concepts for art installations on Lakeshore Drive, Olympic Drive and City Parks. The project stalled during 2020/21 due to COVID and staff turnover in both organizations. Former Director of Finance Young and Director Swanson met again with LCRAI over the summer to discuss how to move forward with the projects. Working collaboratively, the project is ready to move forward with Council's approval.

The initial concept is to draw tourism and attraction around augmented reality, projection technology, statue, murals and other related art central to the idea of a Lake Dragon, similar to the Loch Ness Monster.

The attached agreement describes the project management overview and deliverables expected of LCRAI, working in conjunction with City staff. This project will work in conjunction with the Clean California grant to harmonize ideas, concepts and outcomes.

OPTIONS:

1. Move to approve an agreement with LCRAI for art project development in the amount of \$100,000
2. Other direction

FISCAL IMPACT:

☐ None ☒ \$100,000 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 approve an agreement with LCRAI for art project development in the amount of \$100,000

- ☒ **Attachments:** 1) Main Street Project Agreement