



CITY OF CLEARLAKE

City Council

STAFF REPORT

SUBJECT: Consideration of Reorganization of the Clearlake Marketing Committee

MEETING DATE:

May 5, 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 the reorganization of the Clearlake Marketing Committee.

BACKGROUND/DISCUSSION:

The Clearlake Marketing Committee was formed in 2016 to assist in economic development and marketing the City. Projects the Marketing Committee have spearheaded include the annual photo contest, the new City logo, and developing partnerships with local organizations such as the Clear Lake Chamber of Commerce and the Lake County Rural Arts Initiative.

Councilmember Claffey is the Chair of the Marketing Committee and will be presenting a new direction and reorganization the Marketing Committee discussed and developed consensus upon at the April meeting.

Staff is asking Council to discuss and give direction to staff.

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:

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