



AGENDA

SPECIAL MEETING

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CLAYTON CITY COUNCIL STUDY SESSION

TUESDAY, November 23, 2010

9:00 a.m.

*Hoyer Hall, Clayton Community Library
6125 Clayton Road, Clayton, CA 94517*

Mayor: Hank Stratford
Vice Mayor: David T. Shuey

Council Members

Howard Geller
Joseph A. Medrano
Julie K. Pierce

- 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 on Monday prior to the Council meeting.
- 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.ci.clayton.ca.us
- Any writings or documents provided to a majority of the City Council 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.
- If you have a physical impairment that requires special accommodations to participate, please call the City Clerk's office at least 72 hours in advance of the meeting at (925) 673-7304.

*** CITY COUNCIL ***
November 23, 2010

9:00 a.m.

1. CALL TO ORDER CITY COUNCIL – Mayor Stratford

2. PUBLIC COMMENT ON NON-AGENDA ITEMS

Citizens may address the City Council on items within the Council's jurisdiction, (which are not on the agenda) by completing a speaker card available on the Lobby table and submitting it to the City Clerk. To assure an orderly meeting and an equal opportunity for everyone, each speaker is limited to 3 minutes, enforced at the Mayor's discretion. When one's name is called by the Mayor, the speaker shall approach the public podium and adhere to the time limit. In accordance with State Law, no action may take place on any item not appearing on the posted agenda. The Council may respond to statements made or questions asked, or may request Staff to report back at a future meeting concerning the matter.

Public comment and input on Public Hearing, Action Items and other Agenda Items will be allowed as each item is considered by the City Council.

3. STUDY SESSION (no official action on these items can be taken at this meeting)

(a) Study Session with Town Center business owners and local merchants to discuss matters of mutual interest to include the following subjects:

1. Critique of the 2010 Concerts series and suggestions for 2011 series.
2. Request to allow City-approved food and/or alcohol booth(s) at Concerts series.
3. Consideration of suggestions/improvements to various community events held in the Town Center (e.g. CBCA festivals; 4th of July Parade; Labor Day Derby/Car Show, Farmers' Market, etc.).
4. Roundtable discussion of ideas or programs to promote a healthier local business economy.

4. COUNCIL ITEMS – limited to requests and directives for future meetings.

5. ADJOURNMENT– the next regularly scheduled City Council meeting is December 7, 2010.

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**MINUTES
OF THE
SPECIAL MEETING
CLAYTON CITY COUNCIL**

TUESDAY, November 24, 2009

1. **CALL TO ORDER & ROLL CALL** – The meeting was called to order at 9:02 a.m. by Mayor Pierce in Hoyer Hall of the Clayton Community Library, 6125 Clayton Road, Clayton, CA. Councilmembers present: Mayor Pierce, Vice Mayor Stratford, Councilmembers Geller, Medrano, and Shuey. Staff present: City Manager Gary Napper (arrived at 9:30 a.m.), Assistant to the City Manager Laura Hoffmeister, and City Clerk Laci Jackson.
2. **CLOSED SESSION** – None.
3. **PUBLIC COMMENT ON NON-AGENDA ITEMS**- None.
4. **STUDY SESSION**

The City Council held a Study Session with the following business owners/ community members were present: Ted Meriam (Clayton Historical Society), Allison DeAngelis (Diamond Terrace), Sue White (Accurate Business Services & CBCA), Steve Barton (Clayton Club Saloon), Ed Moresi (Ed's Mudville Grill and Moresi's Chophouse), Tamara Steiner (Clayton Pioneer), Keith and Lindsay Bradburn (Bradburn Denistry), Shawn Robinson (Clayton Community Church).

- (a) Feedback on 2009 Concerts in The Grove. Discussion of details for and schedule of the 2010 Concerts in The Grove series.

Mayor Pierce asked for feedback regarding the concerts.

Steve Barton stated he would like to have concerts every week because his business is positively impacted by the extra people in the downtown area. He also is in favor of later ending times because it draws some additional customers to his business.

Ted Meriam, stated the City should partner with businesses and have businesses sponsor each of the concerts. He also suggested there be more announcements promoting downtown businesses and concert sponsors. He stated he liked how Johnny's International Deli handed out menu specials to the audience. He stated it may not be the City's responsibility to promote the businesses more.

Allison DeAngelis stated the Diamond Terrace residents for the most part enjoy the concerts but there are complaints about how loud the concerts are in the evenings. She also stated that transportation to and from the concerts is difficult for the senior residents.

Sue White wants a better mix on music specifically desiring better and more country music.

Ed Moresi stated he believes the concerts are a good community event but that parking is a problem for Moresi's Chophouse and reservations on Saturday concert nights have been cancelled due to the lack of parking near his business. He was mostly concerned about the coned off areas next to the park for concert volunteers and the band. He suggested coning off the area near the post office for the concert committee to use to come and go. He also stated that it was the responsibility of the business owners to advertise to the audience in the park.

Councilmember Shuey asked if the businesses would like to have the concerts held on another night? Steve Barton stated that Tuesday nights are the slowest but he likes Saturday nights.

Dr. Keith and Lindsay Bradburn stated that parking was a problem during the concerts for their business because of its proximity to the park. Mayor Pierce stated the City could put parking signs out to direct people to park at the Endeavor Hall parking lot.

Councilmember Medrano asked about having downtown businesses provide food tents at concerts. Ed Moresi stated he could have done BBQ and made it part of a to-go menu but that based on the number of people and sales it would not be financially worth the extra work. He also clarified that it was not cost effective to do food tents.

It was suggested the CBCA purchase golf carts that could be used at community events including the concerts to make access easier for downtown events. Shawn Robinson stated there are members of his church who would be willing to shuttle the residents back and forth if golf carts were available. Councilmember Shuey asked for Allison to do a survey at Diamond Terrace to get an idea of the true interest level for attending the concerts if transportation was provided.

Councilmember Medrano asked if a weekday concert might be better for business. A few of the business owners stated Mondays and Tuesdays are their slower nights but they did not believe the draw to the concerts would be as great on a weeknight. Councilmember Geller stated that staffing and set-up might be an issue if the concerts were held on a weekday.

(b) Exchange ideas and determine businesses owner interest and support for additional Downtown activities.

Councilmember Geller discussed the concept "Shop Clayton First" program and stated there could be other activities to drive people into the downtown such as a Main Street Program.

Lindsay Bradburn stated they need access to their dental business on Saturdays.

Steve Barton stated he would like to see the 4th of July Parade as a longer event, like years ago in Clayton.

Shawn Robinson stated the Clayton Community Church has a light show during the month of December at their offices downtown, which they hope draws people downtown. He suggested extending the light show to all business frontages in the downtown as a destination attraction.

Ed Moresi stated he likes the Shop Clayton First program but believes it should be done by the CBCA with support from the City, not as a separate group.

Councilmember Medrano stated a new foundation (P2Cfoundation.org) was being started as of January 1, 2010 and will be a 501c3. Ted Meriam further explained this Foundation is being created to benefit downtown business.

Vice Mayor Stratford stated he had an idea of a Clayton Family night, where restaurants could offer family specials.

Lindsay Bradburn stated they are interested in holding a Health Faire in the Park.

The Council asked if the business owners would be interested in meeting again to discuss more ideas. The business owners showed interest in meeting annually in the future.

5. **COUNCIL ITEMS**- None.
6. **ADJOURNMENT**- On call by Mayor Pierce the meeting adjourned at 10:45 a.m.

Respectfully submitted,


Laci J. Jackson, City Clerk

APPROVED BY CLAYTON CITY COUNCIL


Julie K. Pierce, Mayor



2010 CBCA Art and Wine Festival Event Map

