

**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 and key roles
 - Contact schools initiated

- Day of logistics
- Parade Marshall
- Volunteers

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

- Read out actions taken since last meeting
- Determine additional actions needed
- Updated on Sponsorship sales
- 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 agendized for a future meeting.

The meeting adjourned at 5:00 p.m.