

[Speaker 1] (0:05 - 1:01)

Okay, good afternoon and welcome. It is 4.01. Welcome to the city sponsored special events committee meeting and we can do an informal visual roll call. Jim Diaz and I are both here and I'll move on to item number two which is public comment on non-agenda items.

Is there anyone who would like to speak? Public comment on non-agenda items? No?

Okay, I will close public comment and we'll move to the approval of the October 28 meeting minutes and Madam City Clerk, I made the changes to those minutes. Okay, do I have a motion?

[Speaker 4] (1:02 - 1:03)

Move.

[Speaker 1] (1:04 - 1:10)

Seconded. Okay, do we need public comments on meeting minutes or?

[Speaker 6] (1:10 - 1:12)

We can take public comment just for the point of order.

[Speaker 1] (1:12 - 1:43)

Okay, any public comments on the October 28 meeting minutes? No? Okay, I'll close public comment.

Okay, and then item number four is proposed sponsorship packages for 2025 and so explain to me again, our City Clerk, can anyone see these? They're on the agenda item, correct?

[Speaker 6] (1:44 - 1:49)

Correct, they are posted online and there's also a hard copy in the public binder in the back of the room.

[Speaker 1] (1:49 - 2:55)

Okay, yeah, there is a hard copy there. Okay, great, and so basically with our sponsorship packages for 2025, I modified them and presented that and presenting them here today very similar to last year, just eliminating obviously our 60th anniversary celebration which we do not have this year because we're only 61 and to include concerts in the Grove based on the dates that we discussed at the October meeting, May 17th to August 23rd, car show every other Wednesday night in June and July with a special edition lowrider car show again in September and then 4th of July parade on the 4th of July. And so Councilmember Diaz, do you have any questions about the sponsorship packages? Any questions or comments, Jim?

[Speaker 4] (2:56 - 2:59)

Wait a minute, let me get my book out. I've got lots of questions.

[Speaker 1] (2:59 - 3:01)

About the packages, sponsorship packages?

[Speaker 4] (3:01 - 3:18)

The question is, have you said, have we got a master calendar for the City, all events, not just ours but other things such as the Art and Wine, the 4th of July and the Oktoberfest so we don't have any conflicts? Have we got a master calendar?

[Speaker 1] (3:23 - 4:19)

We did and we just made sure that there were no other events going on in the City at that time and so and we were also mindful again to start after Mother's Day and end before Labor Day. So there shouldn't be any conflicts because Art and Wine is April, we're not starting till May, Oktoberfest is October and we're ending in August. Any other comments or questions?

And it's January, if we had to change something and this is not written in stone in case there would be some conflict but I checked our calendars, we discussed this in October. Do you foresee any?

[Speaker 4] (4:19 - 4:27)

I just want to make sure we don't have any conflicts because that has been a problem in the past. We already know when the Art and Wine is scheduled.

[Speaker 1] (4:27 - 4:29)

April before the concert.

[Speaker 4] (4:30 - 4:35)

I'm just making sure and I don't know when the Oktoberfest is set.

[Speaker 1] (4:36 - 5:08)

October 5th and 6th and we're done in August. Okay and 4th of July of course is 4th of July, car show every other week in June and July plus September. Okay is there any public comment on the sponsorship packages?

No? Then I will close public comment and bring it back. Do we want to make a motion?

[Speaker 4] (5:09 - 5:09)

I move.

[Speaker 1] (5:10 - 6:20)

Seconded. Okay by me and we're both in favor. Okay that's it for sponsorship packages.

The entertainment lineup. Now since our October meeting we had six of the eight dates

confirmed and we did set a budget of \$30,000 not to exceed unless there was some entertainment group that we really, really wanted to have here. Otherwise we weren't planning on stretching the budget beyond what we've done the last two years.

Do we, I know our contract is not finalized yet with Primetime Entertainment and so do we hope that they're going to fulfill these two open slots July 12th and July 26 by July 26, I'm sorry, July 12th and July 26th before we sign the contract and not to exceed \$30,000?

[Speaker 6] (6:20 - 6:33)

Yes and we can duplicate some information. We're hoping to finalize the lineup at today's meeting so that we can complete those two spots. The promoter had forwarded some information about some potential bans for that day.

[Speaker 1] (6:34 - 7:02)

Yes but I asked her to follow up with Foreverland and I think we had a tentative price but I didn't hear that they were available for one or other of those dates. I know they were in the \$4,000 range which would be within our budget. I think she was going to reach out to another local band e-ticket that you sent her but that she hasn't confirmed that those dates.

So do we need to do that at the next meeting?

[Speaker 6] (7:03 - 7:08)

We can continue and confirm those and then we would push the contract back as well. We would not be able to start until those dates were confirmed.

[Speaker 1] (7:09 - 7:36)

Correct. Okay and then of course that means we can't start on any of the marketing until we have the lineup confirmed and is there any way, I'm just asking this, to do it to email us with those other two bands on and their costs before waiting till the last Monday of February to confirm that?

[Speaker 6] (7:36 - 7:44)

I will have to confirm that with our attorney just to ensure we don't have any Braun Act violations. Okay. But if I am able to I would forward those to you and then we're individually.

[Speaker 1] (7:44 - 8:21)

Yes. Okay super. Okay so this item we're not going to finalize either the neither the contract nor the final final lineup until the next meeting or sooner if we're able to.

Okay any public comment on or I'm sorry Jim any questions, comments, public comment anyone? Okay I will close public comment and I guess we need a motion on this to move it to the next meeting. Is that our motion?

[Speaker 6] (8:22 - 8:26)

You can do a motion or you can just direct me to continue to the next.

[Speaker 1] (8:26 - 9:13)

Let's just move it to the next meeting. Thank you. It's usually the last Monday of every month at four o'clock.

Okay I'll move on to item number seven which is discuss and provide direction on contracting with security service sound engineer and stage and Jim do you have any questions?

Councilmember Diaz on any, we are happy with that security firm we've been using for years. We're certainly happy with sound engineering and stage.

Do we continue working with the same providers? Okay I would agree with that.

[Speaker 4] (9:14 - 9:22)

I didn't need to know what the schedule was so I need to have them.

[Speaker 1] (9:22 - 9:27)

Okay but Stephanie you'll be working on the contracts with both providers.

[Speaker 6] (9:27 - 9:28)

Okay yes.

[Speaker 1] (9:28 - 12:38)

Okay and we have the dates so okay is there any public comment on item number seven about security sound engineer or stage? Nope. Okay I'm gonna close item number seven and I guess do we need a motion for moving forward with contracts for both of those?

Seconded. Thank you. This is just rolling along isn't it?

We might be out of here in no time. So estimation on graphic design. I'm going to move on to item number eight.

Estimation on graphic design and printing. Last year we asked our graphic designer to do more things last year than we're going to ask this year a graphic designer as royal graphic design.

Yeah because we had our 60th anniversary we had additional banners, we had additional requirements, she had a contract do not exceed I think we amended it to \$6,000.

It should be less than that this year and the same with printing. We used a vendor fast signs they were competitive but if it's under a certain amount do we can we choose the vendor that we're using? I mean personally I'd like to continue with the same vendors because this would be the third year in a row we've been using them.

Okay and I don't remember the estimate on printing design. I think we had that in our financials from October but I would guesstimate it was also around \$5,000. That was the smaller banners downtown, the banners on the stage, the banners at the car show, and the banners at the 4th of July.

And then the other printing that we did is we did a flyer for each of for the concerts in the Grove which we hung up around town and all of our Clayton businesses but again that was a nominal amount. Okay any public comment on graphic design and printing? No?

Okay. So is there a motion to then continue using the same vendors and stay within similar cost to last year if not less? Seconded.

Okay thank you. We will move on to budget and carryovers for 2025. I don't have a copy of that so do we?

Okay.

[Speaker 3] (12:38 - 12:53)

I do not have anything as far as a handout or any type of presentation for that. This is budgeted in this year's fiscal budget and so we can everything that would we would be looking at would be directed back towards the city's budget.

[Speaker 1] (12:54 - 13:42)

Okay well normally how we've done it and again normally doesn't mean anything but this is how we've done it. We have a carryover from previous years and I would estimate that we ended last year with somewhere around \$70,000 moving forward. At least \$40,000 of that goes to the well \$30,000 for bands, plus security, plus sound engineer, plus stage and then our sponsorship revenue covers almost all of our costs.

So I think last year we ended up with less than \$2,000 actually coming out of the carryover. Wasn't that correct Regina?

[Speaker 3] (13:42 - 14:15)

I'm looking at the income statement that was accompanied on the October 28th 2024 community sponsored special events meeting and it appears that there was a a profit in the concerts in the Grove series as well as a profit in the 4th of July parade to the tune of about \$2,600.

[Speaker 1] (14:16 - 15:10)

Okay okay so we ended on a high note that's great. So we'll operate off of that same system this year where we hope that our sponsorships will cover the majority of our costs but we have a carryover from previous years to provide funding for some of those upfront costs like primetime entertainment contract and other fees and because generally our outreach to sponsors isn't until

February and usually our their deadline to pay is not until April before the first concert. Okay is there any question on public yeah any public comment on no please come up to the we're recording.

[Speaker 5] (15:17 - 15:33)

Okay no I was just wondering is there a public record of just the income and expense for 2024 and then we can also give credit you know to the sponsors and things?

[Speaker 3] (15:34 - 15:40)

Yes that was posted on October 28th 2024 under the community sponsored special events agenda.

[Speaker 5] (15:41 - 16:00)

That was under that okay okay and to get a hard copy of that but I you would access it from our website it's on the website with the agenda so you'd go to the October 28th date. So the October 28th yes but was it finalized then or okay because I went to a meeting and it wasn't finalized yet.

[Speaker 3] (16:01 - 16:11)

There we would we did this we did this several times we did that in September we had an estimated profit loss statement at that point and then October 28th we had a final.

[Speaker 5] (16:12 - 16:16)

Okay I've asked for it a number of times I guess I missed.

[Speaker 1] (16:19 - 17:42)

Okay thank you Ms. Kindorf any other public comment? Okay I'm gonna close public comment and do we need a motion on this too? No okay thank you.

We'll go on to item number 10 then discussion regarding the parent faculty club participation. I will just say that the community enjoyed having the parents and their children there collecting donations during concerts in the Grove. They thought it was a lot of fun and a profitable fundraiser for them.

We enjoyed helping them be successful and so I don't really I haven't reached out to them yet but I will just to confirm that they're still interested and want to be a part of this year's concert series. Councilmember Diaz any comments on that parent faculty club? Okay don't fix it there you go I like that.

Any public comment on parent faculty club participation? Ms. Kindorf.

[Speaker 5] (17:48 - 17:55)

So I assume that middle school has also been approached or I know you don't answer but.

[Speaker 1] (17:55 - 21:05)

Yes and well last year we reached out to both and it's the elementary school who confirmed that they would but we'll reach out to both again this year middle school and elementary. Thank you. Okay and we don't need a motion on that I'll just make sure that I reach out to both parent faculty club to make sure they want to participate again this year and now the moment we've all been waiting for volunteering opportunities.

So anything did I miss something okay volunteering opportunities and some people in the audience know this throughout the year we need a number of volunteers and some of that and I'm not going to get into a lot of detail but concerts in the Grove we have volunteers that help with setup and breakdown at night and for the 4th of July parade we have we're working on a manual but we have a spreadsheet with a timeline that includes number of volunteers and what they need to do two months out one month out two weeks out one week out day before day of and so that's when we really need the bulk of our volunteers the 4th of July parade we need people directing vendors and participants we need people to help with we have a new chairperson this year so she's gonna maybe need some help being the new chairperson I'm just gonna have the old chairperson helping her but it's still a lot of work so I would say and then day up it's like set up and take down and we probably won't get into the details about 4th of July as early as January but probably by the March meeting we're going to need a show of hands so you can email us that you're interested and what number of volunteers we can certainly share that spreadsheet that has a timeline of how many what the jobs and duties are and the expectations and then I would say the car show we don't really need volunteers that's a pretty easy setup the people showcasing their vehicles kind of man themselves one thing I did want to talk about today though I guess this is in conjunction with volunteers is we need an emcee this year unfortunately and I think we kind of forgot to close a meeting in his honor last year but we lost our emcee of concerts 4th of July in the car show John Bolin passed away and so right around I have a colleague that was also

[Speaker 4] (21:05 - 21:15)

in the he was an educator at Ohlone College and he's got a raft of people so we're narrowing it down to see who would be good candidates okay yes it was just

[Speaker 1] (21:15 - 22:55)

after Thanksgiving last year and he was a wonderful wonderful man so I'd say the only other thing I had on my list was it kind of goes with printing and graphic design is advertising and I'll come back with a more comprehensive advertising outline for the next meeting and then the very last topic I want to talk about today is and then we'll get to public comment is adding another event this is more of a is this so not a volunteer can we how can I discuss it's our Memorial Day event that we've always kind of co-sponsored but not really formalize it should we wait for the February meeting okay thank you okay we'll wait for the February meeting but we've kind of done it loosely for years but not formally and I think it's it warrants a discussion because we have some wonderful veterans in this community and including my husband and okay we'll

talk about that at the February meeting what public comment do we have for volunteering you guys want to say anything come on up and just turn on the microphone with the little button there there you go there you go

[Speaker 2] (22:55 - 24:12)

three minutes I'm Jason I'm representing the Valley Ranch we have been in the community for 60 almost 60 years and we had a relationship with the city of Clayton where our guys would be able to come out and volunteer I think COVID kind of stopped that along with a lot of other opportunities that the guys had to get off the ranch and be members of the community and volunteer and we would like you to consider us you know repairing that relationship getting the guys off the ranch in the community volunteering we're running at about 35 to 45 men on a daily basis and they need stuff to do they need to feel what it's like to be back out in the community helping people you know and being of service that's I was reading your sign right here and I was like that's us that's us that's us integrity self-discipline responsibility respect that's what we're embodying you know at DVR and we just would love to be considered and called upon for any any volunteer ship any situation any time

[Speaker 7] (24:12 - 24:19)

any anything except for the 4th of July that's the only one we can't commit to

[Speaker 1] (24:24 - 25:14)

thank you very much and we'll we'll be in touch do we have your contact information okay so we'll actually reach out when we get a little bit closer to defining the volunteering opportunities maybe concerts in the Grove and unfortunately 4th of July is when we need the most volunteers that's okay that's okay thank you I don't have anything else to you this is easy you're the new kid on the block but we did this in 2023 so you're kind of like the old kid on the block yeah okay if there is no further public comment I'm going to adjourn the meeting at 426 thank you