

# Lompoc City Council Agenda Item



**City Council Meeting Date:** July 16, 2013

**TO:** Honorable Mayor and City Council Members

**FROM:** Laurel M. Barcelona, City Administrator  
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**SUBJECT:** Shop Lompoc Campaign

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## **Recommendation:**

Staff recommends the Council discuss the proposed Shop Lompoc campaign and provide input and direction, as desired.

## **Background/Discussion:**

At the Council meeting of December 28, 2010, the Council decided that Mayor Linn and Council Member Starbuck would look into developing and implementing a Shop Lompoc campaign.

Mayor Linn and Council Member Starbuck presented their Shop Lompoc campaign at the Council meeting of July 2, 2013, and have requested it be brought back to Council for discussion and decision as to how to proceed with the campaign, including what marketing materials and graphics/slogans will be used.

## **Fiscal Impact:**

The fiscal impact will be dependent upon the marketing material and action approved by Council. The FY 2013-15 Budget includes funds in the amount of \$2,000 to support the Shop Lompoc campaign.

## **Conclusion:**

Staff requests the City Council provide direction as to how Staff is to proceed with the Shop Lompoc campaign, including what marketing materials and graphics/slogans will be used and any actions that need to take place.

Respectfully submitted,

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Laurel M. Barcelona, City Administrator