



Solvang City Council Meeting Recap

PRESENTED BY: Kady Fleckenstein, Public Information Officer

MEETING DATE: October 28, 2019

EXECUTIVE & PIO REPORTS

1. PUBLIC COMMUNICATIONS – WRITTEN OR VERBAL

a. **Figuroa Mountain Gran Fondo Event Presentation.** Addressed a resident's concern that the resident's Chalk Hill neighborhood would be closed. The only roads closed on November will be Copenhagen (between Atterdag and 1st) and 1st (Mission to Copenhagen).

2. EXECUTIVE, PIO REPORTS & ADVANCE CALENDAR

- a. **City Manager:** Reminds Council that Solvang Parks & Rec's Haunted House in Solvang at the Solvang Theatrefest will be on October 30 and 31 this week from 6:30pm to 9pm.

Staff will bring Council a couple of items on financial policies such as policy for agency grant awards, purchasing and budgeting. Staff will also provide the Council with an update on Waste Water Treatment Plant Request for Proposals.

Staff will bring Council a Planning & Economic Development Policy Direction Item to receive direction from Council in regards to priorities and timing for various elements within the General Plan, ordinances, establishment of an Amnesty program and economic development activity.

Staff will bring updates to the Sewer and Water code to comply with current state laws, an update on Waste Water Treatment Plan upgrade project status including timing for the sewer rate study and CalPERS/OPEB Unfunded liabilities result from an RFP.

- b. **City Attorney:** Provided a brief recap on the history of the matter surrounding the Solvang Convention & Visitors Bureau and successful asset recovery. For more information click here for the full report.
- c. **Public Information Officer:** The PIO gave a report on ways the City will be achieving 3 main goals for communications: 1) Efficiency 2) Cost-effectiveness 3) Improved

Communications. She then outlined internal and external communications efforts such as customer service solutions via a Citizen Engagement/311 platform, text notifications, a new City website and a social media user-generated content platform called Crowdriff for both tourism marketing and City communication needs. The City has contracted with a platform called Archive Social to be PRA-compliant for Public Records Act requests. The PIO discussed possible new opportunities for ad revenue to help offset tourism marketing costs. She also reported that the City has received all digital assets. Lastly, She gave a report on the latest updates regarding Julefest from IDK Events.

- d. **Visitor Center:** The Visitor Center is testing out a Hygge Happy Hour from 3pm to 4pm on Thursdays through Thanksgiving as well as a test to see if Visitor Center staff can focus on obtaining visitor emails on Thursdays to be used in tourism marketing emails.

3. CONSENT AGENDA

- a. Approval of Agenda as Presented
- b. Approval of Draft Minutes of the Regular Meeting of August 26, Special Meeting of October 14, and Regular Meeting of October 14, 2019
- c. Receive and File Sheriff's Department Report for September 2019
- d. Q1 Investment Report
- e. Adopt Resolution No. 19-1092 Amending the City of Solvang's Flexible Benefits Plan

Result: Passes 4-0

PUBLIC HEARING(S)

4. MOUNTAIN VIEW ELEMENTAL WELLNESS APPEAL

Consideration of Resolution No. 19-1090 with findings for denial of appeals of Mountain View Elemental Wellness from the City Manager's medical cannabis permit application deficiency determination.

Result: Passes 4-0. Appeals were formally denied by resolution 19-1090.

5. FRISTADEN WELLNESS APPEAL

Consideration of Resolution No. 19-1091 with findings for denial of appeal of Fristaden Wellness of the rejection of its medical cannabis permit application.

Result: Passes 4-0. Appeals were formally denied by resolution 19-1091.

REGULAR BUSINESS AGENDA

6. FIRST QUARTER 2019-2020 FINANCIAL REPORT

Review and discuss the First Quarter FY 2019-20 Financial Report and approve requested budget adjustments.

Result: Passes 4-0

7. 2019-2020 TOURISM MARKETING & CITY BRANDING

Direct staff on next steps for tourism marketing, sales, and City rebranding solutions; and develop an advertising revenue plan to help offset tourism marketing costs.

Result: Passes 4-0. Staff will host 2 public workshops in November, one for businesses and one for residents (and visitors). Staff will also send out three online and physical surveys: one for businesses, one for residents and one for visitors. The compiled data from these public engagement activities will be presented to the Council in December. After receiving Council input, staff will issue an RFP for tourism services with proposals to be presented to Council in January. Meanwhile, staff has moved forward with procuring basic tourism marketing services.

8. 2019 JULEFEST EVENTS

Authorize the City Manager to amend the contract with IDK to fund two additional events as pass through costs: Julefest Drone Show on December 21, 2019 and the Julefest Night-Time Light Experience not to exceed \$110,000.

Result: Passes 4-0

9. SB2 PLANNING GRANT APPLICATION

Consideration of a resolution authorizing submittal of a grant application to the California Department of Housing and Community Development (HCD) for receipt of Senate Bill (SB 2) Planning Grants Program Funds in the amount of \$160,000

Result: Passes 4-0

10. IMPLEMENTATION OF NEW PERMITTING SOFTWARE

Authorize the City Manager to enter into a contract for Permitting Software with Dude Solutions/SmartGov not to exceed \$58,000 in FY 2019-20 for implementation and up to six months of subscription.

Result: Received and filed.

11. BOARD OF ARCHITECTURAL REVIEW DISCUSSION

Select and ratify an appointment to the Board of Architectural Review (BAR); or direct staff to return to Council with an analysis of whether the Board of Architectural Review Ordinance and

scope of should be modified or combined with the Planning Commission; or provide with alternate direction.

Result: Council appointed Mark Infanti to the BAR and directed staff to return to Council with information on how the BAR could potentially be folded into the Planning Commission. Council directed staff to research design guidelines and sign guidelines. Passed 4-0.

12. MONTEREY BAY COMMUNITY POWER AUTHORITY

Consideration of Resolution No. 19-1087 Authorizing the City of Solvang to enter into a cost sharing agreement with the Monterey Bay Community Power; and Resolution No. 19-1088 authorizing the City of Solvang to enter into a memorandum of understanding between the cities of Solvang and the City of Guadalupe regarding participation with the Monterey Bay Community Power

Result: Passed 4-0 to enter into a cost sharing agreement with Monterey Bay Community Power. Allows residents an alternative utility provider for electricity. Residents may opt into the program.

13. AB1234 REPORT OUT, COUNCIL COMMENTS AND REQUESTS

Chris D: Thanked the staff for their hard work on staff reports and presentations. He said the City is working efficiently in accordance with Council's direction.

Karen Waite: Announced she is the Solvang representative and attended a meeting on October 24 for the Groundwater Sustainability Agency for the Eastern Management Area in the Santa Ynez River Groundwater Basin. More information can be found at www.syrwcd.com/ema-gsa-committee and www.countyofsb.org/pwd/gsa.sbc.

Mayor Ryan Toussaint: The City's phone system needs to be addressed as City staff has said it doesn't route correctly. City Manager replied that the City should be able to move forward quickly with solutions.

The Mayor stated the municipal code has several inconsistencies and wasn't updated after the City became a charter city. City Clerk Daryl Bettencourt that the City Municipal Code needs to be recodified to bring it up to modern standards.