



AGENDA
MONDAY MAY 22, 2023
3:30 PM SPECIAL JOINT SOLVANG CITY COUNCIL AND
TOURISM ADVISORY COMMITTEE MEETING

6:00 PM SPECIAL CLOSED SESSION MEETING

6:30 PM REGULAR CITY COUNCIL MEETING

VIRTUAL & IN COUNCIL CHAMBER, 1644 OAK STREET, SOLVANG, CA 93463

City Council:

Mark Infanti,	Mayor
Elizabeth Orona	District 4
David Brown	District 3
Robert Clarke	at-large
Claudia Orona	at-large

Tourism Advisory Committee:

Alex Grenier, Vice Chair
 Tracy Beard
 John Jakubek
 Kim Jensen
 John Martino
 Louise Smith

AGENDA AND SUPPORTING MATERIALS – Available for viewing 8:00a.m.-5:00p.m. at City Hall, 1644 Oak Street, Solvang, and on the City’s website <https://www.cityofsolvang.com/agendacenter>. Additional writings that are distributed to a majority of the City Council after the posting of the agenda will be made available at City Hall and on the City’s website.

AGENDA POSTING NOTIFICATION - Subscribe to receive email or text message notifications when agendas are posted online through “Notify Me” at: <https://www.cityofsolvang.com/List.aspx>

PUBLIC COMMENT - The public is encouraged to address the City Council in-person, virtually, or in-writing on agenda and non-agenda items. If provided in writing, comments must be submitted to the City Clerk at cityclerk@cityofsolvang.com by 5:00 p.m. on the Friday before the meeting to be considered. Your comment will be recorded and distributed appropriately. Comments on agenda items will be heard at the time each item is considered, including non-agenda items. In-person speakers will be invited to make public comments first. Virtual speakers will follow.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk at either (805) 688-5575 x206 or cityclerk@cityofsolvang.com. 72- hours’ notice is requested

PARTICIPATING IN THE MEETING -City Council meetings will be in person and conducted by video/teleconferencing through Zoom. Meeting will also be broadcast live on Channel 23 and streamed on the City’s website, Vimeo, and YouTube.

- To join by Zoom, visit <https://zoom.us/j/3066529195>. If you wish to speak, please use the “raised hand” symbol.
- To join by phone, call **(888) 788-0099** and enter Meeting ID: **306 652 9195#**. The phone line will be open starting at 6 p.m.

3:30 PM SPECIAL JOINT MEETING

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

1. DISCUSSION ITEMS:

- a. Discussion and possible direction to Staff regarding the Tourism Marketing Contracts with Islett Agency and Stiletto Marketing to add additional Scope of Work and to extend

the term.....	5
b. Discussion and possible direction to Staff regarding the Solvang Marketing and Events Manager position.....	21
c. Discussion and possible direction to Staff regarding the Tourism Marketing Budget.....	22
d. Discussion and possible direction to Staff regarding the Tourism Marketing Plan.....	30
e. Discussion and possible direction to Staff regarding the Tourism Advisory Committee's Role and Filling the Current Vacancy.....	31
f. Discussion and possible direction to Staff regarding an RFP to Upgrade the SolvangUSA Website.....	34
2. ADJOURNMENT AT 5:30 PM	