



**MINUTES  
SOLVANG CITY COUNCIL  
SPECIAL CLOSED SESSION AND REGULAR MEETINGS**

Monday, April 10, 2023  
Special Closed Session – 5:30 p.m.  
Regular Meeting – 6:30 p.m.

**5:30 PM CITY COUNCIL SPECIAL CLOSED SESSION**

**CALL TO ORDER**

Mayor Infanti called the meeting to order at 5:31 p.m. in the City Council Chamber, 1644 Oak Street, Solvang, California 93463.

**ROLL CALL**

Present: Mayor Mark Infanti, Mayor pro tem Elizabeth Orona; Councilmembers David Brown, Robert Clarke, Claudia Orona

Staff: Interim City Manager Bradley Vidro, City Attorney David Fleishman, City Clerk Annamarie Porter

**PLEDGE OF ALLEGIANCE**

Mayor pro tem Elizabeth Orona led in the Salute to the Flag.

**1. PUBLIC COMMUNICATIONS ON CLOSED SESSION**

Denise El Amin spoke regarding spending taxpayer monies.

There were no other public comments.

**2. RECESS TO CLOSED SESSION – 5:34 p.m.**

- a. **CONFERENCE WITH LEGAL COUNSEL - Existing Litigation** - pursuant to Gov. Code 54956.9(d)(1)

**Name of Case:**

City of Solvang — Petition to Change Water-Right Permit 15878 (Application No. A022423), under protest by California Trout and National Oceanic and Atmospheric Administration’s National Marine Fisheries Service, and comment by California Department of Fish and Wildlife

**RECONVENE TO OPEN SESSION – 6:03 p.m.**

**3. ANNOUNCEMENT OF CLOSED SESSION ACTIONS**

City Attorney Dave Fleishman stated there was no reportable action.

**4. ADJOURNMENT**

The Special Closed Session was adjourned at 6:04 p.m.

**6:30 PM REGULAR MEETING**

**CALL TO ORDER**

Mayor Infanti called the meeting to order at 6:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

**ROLL CALL**

Present: Mayor Mark Infanti; Mayor pro tem Elizabeth Orona, Councilmembers David Brown, Robert Clarke, Claudia Orona

Staff: Interim City Manager Bradley Vidro, City Attorney David Fleishman, City Clerk Annamarie Porter, Public Works Director Rodger Olds, Utilities Director Jose Acosta, Administrative Services Director Wendy Berry, Planning Manager Sophia Checa

**PLEDGE OF ALLEGIANCE**

Councilmember Brown led in the Pledge of Allegiance.

**PROCLAMATIONS, COMMENDATIONS AND CEREMONIAL ITEMS**

**a. DMV Donate Life Proclamation**

Scott Burns received the proclamation.

**b. Fair Housing Month Proclamation**

Elizabeth Breen received the proclamation.

**c. National Child Abuse Awareness and Prevention Month Proclamation**

Representatives of North County Regional Crisis and Child Protection Center, and West Santa Ynez Valley, People Helping People received the proclamation

**d. Sexual Assault Awareness and Prevention Month Proclamation**

A representative of North County Regional Crisis and Child Protection Center, received the proclamation.

**PRESENTATIONS - None**

Mayor Infanti requested to consider Item No. 6.A. at this time and ordered so, without objection.

**6.a Discussion and possible action to approve City Manager Contract**

City Attorney Fleischman presented details of the selection process and proposed contract for the new City Manager, Randy Murphy and announced some of the details in the employment agreement.

Mayor Infanti invited Mr. Murphy to the podium.

Randy Murphy expressed excitement about serving the City; spoke about his passion for public service and thanked City Council for considering this item early, as he has a seven-hour drive home.

Mayor Infanti invited public comments.

Denise El Amin welcomed the new City Manager.

Sheila Benedict, via Zoom, advocated Mr. Murphy.

Vashti Wilson, via Zoom, cautioned the City regarding Mr. Murphy.

There were no other public comments.

Councilmember Claudia Orona spoke about the public deserving good public servants; noted this has been a long, painstaking process and after much weighing of the pros and cons, it was decided that Mr. Murphy was the best candidate and urged the public to support him and his staff going forward.

*Motion by Councilmember Brown, to approve the City Manager contract with Randy Murphy, seconded by Councilmember Claudia Orona, and carried 5-0.*

City Council returned to Item No. 1.

### **1. PUBLIC COMMUNICATIONS ON NON-AGENDA AND CONSENT ITEMS**

Denise El Amin spoke about the waste plant. on it so that it can be complaint with State requirements.

Susan Lee, Solvang Visitor Center, shared recent statistics.

Dr. Cynthia Mathews supported Pride.

Patrick Henry, President, Alamo Pintado Village HOA, spoke about the recent overflow of the Alisal River.

Sarah Holt, Member of the Alamo Pintado Village HOA, noted debris along the Alisal River.

Mr. Beebe referenced Item No. 4.f.; noted in exhibit A, benchmark year needed to be established.

Linda Rasmussen spoke against the development at 425 Fifth St.

Louise Smith, via Zoom, spoke about continuing the investigation regarding the marketing invoices.

Mathew Cavalli, Executive Director, The Rainbow House, asked that City Council reconsider Pride banners.

There were no other public comments.

### **2. CITY MANAGER REPORT AND ADVANCE CALENDAR**

Interim City Manager Vidro addressed items to be included in the next City Council agenda.

### **3. COUNCIL COMMENTS AND REQUESTS**

Mayor pro tem Elizabeth Orona thanked Ms. Lee for the data on the Solvang Visitor Center; requested verification from the County regarding the Alamo Pintado River cleanup as to whether they have completed their work; asked for an update on the City's Wastewater Management; commented on the benchmark years relative to Item No. 4.f. (2019 or 2020); suggested rather than referring to an audit of The Abbi Agency invoices that it be relabeled as "An assessment and a reconciliation of the contract performance" and spoke in support of reconsidering The Rainbow House application for Pride banners during Pride month.

*Motion by Mayor pro tem Elizabeth Orona, to direct staff to place consideration of The Rainbow House revised application for flying Pride banners during Pride month on an upcoming agenda, seconded by Mayor Infanti, and carried 4-1, with Councilmember Clarke, opposed.*

Discussion followed regarding the crosswalk and the Banner Program guidelines.

Interim City Manager Vidro confirmed staff will bring back The Rainbow House application for banners and the Banner approval process.

Mayor Infanti indicated he would like a report on what it would take to educate residents living in the area of the Alamo Pintado River not to dump debris in the area and what is the City's responsibility for keeping it clean.

Interim City Manager Vidro reported the County is responsible for the floodways.

Mayor Infanti reported the loss of Lammy Johnstone, a Solvang resident who was very involved with the City; noted there will be a service in her honor, and called for a moment of silence in her memory.

Mayor Infanti addressed meetings with the Joan Hartman, Third District Supervisor along with the Mayor of Buellton, the CEO of the Chumash Tribe and SBCAG staff discussing a pedestrian and bicycle trail from Buellton to Solvang on the southside of the river. He noted there are a lot of moving parts, and the project involves a lot of property. Additionally, he referenced the tax Measure A revenue and spoke about impacted areas in Solvang that will benefit from Measure A revenue, including the upcoming Alamo Pintado Bridge over the Alamo Pintado Creek update, a bicycle path from the high school and circulation improvements.

#### **4. CONSENT ITEMS**

- a. Approve Order of Agenda as Presented
- b. Approve City Council Minutes March 30, 2023
- c. Approve March 2023 Warrants
- d. For second reading Adopt by title only Ordinance No. 23-0364, an Ordinance of the City Council of the City of Solvang, California Amending Section 1-11-2 of Chapter 11 (Conflict of Interest), Title 1 (administration) and adding a new Chapter 6 (Measure U Citizens' Oversight Committee) to Title 2 (Boards and Commissions) thereby codifying the Measure U Citizens' oversight committee established by Resolution No. 23-1207 pursuant to Ordinance No. 22-0363, a Transaction and Use Tax Ordinances.
- e. For second reading Adopt by title only Ordinance No. 23-0365 amending Chapter 7 (Pedicycle Rentals) of Title 4 (Business Regulations) of the Solvang Municipal Code regarding pedicycle permits and making a determination of exemption under the California Environmental Quality Act.
- f. Adopt Resolution No. 23-1213 a Resolution of the City Council of the City of Solvang, California, declaring Stage One Drought conditions
- g. Approve Cooperative Agreement with the Santa Ynez Valley Senior Advisory Council dba Solvang Senior Center for use of Veteran's Hall during Construction of new Senior Center facility

Regarding Item No. 4.f., Utilities Director Acosta, stated the benchmark year as 2019 in the resolution.

There were no public comments on this item.

*Motion by Mayor pro tem Elizabeth Orona, to approve Consent Items, as amended to include 2019 as*

*the benchmark year for Item No. 4.f., seconded by Councilmember Clarke, and carried 5-0.*

## **5. PUBLIC HEARINGS**

### **a. Public Hearing to consider Adopting Resolution No. 23-1212 Approving the FY 2023-24 List of Projects to be funded by the SB 1 Road Repair and Accountability Act**

Public Works Director Olds narrated a PowerPoint presentation with details of the list of projects to be funded by the SB 1 Road Repair and Accountability Act.

Discussion followed regarding projects funded under Measure A, projects to be funded by FEMA and road improvements.

Mayor Infanti opened the public hearing and invited public comments.

Denise El Amin asked how the City prioritizes the roads.

Jim Richardson spoke about SBCAG fronting the City \$600,000 in 2015.

There were no other public comments and Mayor Infanti closed the public hearing.

*Motion by Councilmember Brown to adopt Resolution No. 23-1212 Approving the FY 2023-24 List of Projects to be funded by the SB 1 Road Repair and Accountability Act, seconded by Mayor pro tem Elizabeth Orona, and carried 5-0.*

## **6. DISCUSSION ITEMS**

### **a. Discussion and possible action to approve City Manager Contract**

*This was heard before Item 1 above.*

### **b. Discussion and possible action to Adopt Resolution No. 23-1214 adopting the 2023 City of Solvang Annex for Identifying Risk Assessment and Mitigation Strategies and integrating by reference into the Safety Element of the General Plan and approving the Santa Barbara County Multi-Jurisdictional Hazard Mitigation Plan**

Interim City Manager Vidro presented details of the report.

There were no public comments on this item.

*Motion by Mayor pro tem Elizabeth Orona, to adopt Resolution No. 23-1214 adopting the 2023 City of Solvang Annex for Identifying Risk Assessment and Mitigation Strategies and integrating by reference into the Safety Element of the General Plan and approving the Santa Barbara County Multi-Jurisdictional Hazard Mitigation Plan, seconded by Councilmember Brown, and carried 5-0.*

### **c. Discussion and possible action regarding the Tourism Advisory Committee and the Marketing and Events Manager position to provide direction to Staff.**

Interim City Manager Vidro presented details of the report.

Mayor pro tem Elizabeth Orona referenced the job description for the Marketing and Events Manager position; felt that some things are missing from the job description; stated that challenges have exposed some gaps, specifically technically related to the management of the City's website and social media platforms and wondered whether that will be the responsibility of the Marketing and Events Manager or whether the City has the resources to ensure they are appropriately cared for and managed.

Discussion followed regarding the TAC's recommendations for short-term social media and public

relations providers, oversight of the short-term contracts by the City Manager until a marketing manager is hired; the potential resignation of the TAC Chair and the need to conduct an assessment and a reconciliation of The Abbi Agency contract performance to deliver to the TAC.

Mayor Infanti invited public comment on this item.

Denise El Amin spoke about the City's need for a TAC.

Brenda Ball spoke about her involvement in Solvang tourism.

There were no other public comments on this item.

Councilmember Clarke suggested starting from scratch, keeping social media active, disbanding the TAC, for an ad hoc committee of Councilmembers to consider serious professionals on the TAC including one hotel manager and one merchant on Copenhagen with hotel and marketing experience.

Councilmember Claudia Orona spoke about the possibility of bringing back the Solvang Conference and Visitors Bureau (SCVB); stated she is skeptical about hiring consultants without having contract oversight; commented on hiring a marketing manager that is familiar with the City and marketing principles and addressed the possibility of the City providing some marketing services, in-house.

Councilmember Clarke noted that the Solvang CVB charged \$880,000 to promote Solvang for one year.

Mayor Infanti added there were many other issues of concern with the SCVB.

Mayor pro tem Elizabeth Orona understood that some businesses do their own marketing; wondered whether marketing is the City's area of expertise; spoke about the importance of getting reporting data on the efficiency and effectiveness of the dollars spent and suggested taking small steps for PR and social media and getting really serious about hiring a marketing manager who would bring in expertise and establish/manage partnerships with other entities including the TAC. She stressed the importance of doing an assessment in terms of content, budget and reporting and of doing something for businesses and Solvang tourism and suggested the possibility of scheduling a study group/workshop with the TAC, Councilmembers, industry experts, staff and the public to set priorities and develop a marketing plan.

Mayor Infanti pointed out it will take time to hire a marketing manager; noted the need to do something during peak seasons; agreed with the TAC's recommendations to hire short-term social media and public relations providers until June 30, 2023, while the City finds a marketing manager and an events manager and keeping the TAC.

Councilmember Claudia Orona spoke about the City's target audiences; felt the City does not need to spend a lot of money on print media; discussed maintaining a well-kept city; addressed the need for a marketing manager who will develop a marketing plan and be accountable for it.

Councilmember Brown talked about there being a long game and a short game; discussed the possibility of delegating the assessment of contracts to the City Manager; agreed with the concept of a work study with the TAC; addressed the possibility of suspending the TAC, temporarily and of the City Manager generating an RFP and suggested hiring a contractor rather than another employee to manage marketing functions.

Discussion followed regarding hiring a consultant to provide professional direction, the possibility of someone consulting for the City on a volunteer basis and hiring a marketing expert.

*Motion by Councilmember Clarke, to approve the TAC recommendation to accept the proposal by Islett Agency for social media at \$3500 per month, and with a contract ending June 30, 2023, and accept the*

*proposal by Stiletto Marketing for public relations, with a contract ending June 30, 2023, and that they report to City Council at every City Council meeting until expiration of the contract, seconded by Mayor pro tem Elizabeth Orona, and carried 5-0.*

Discussion followed regarding hiring a Marketing Manager, under the new City Manager, keeping the TAC versus forming a SCVB, addressing the leaving of the Chair during the last TAC meeting

*Motion by Councilmember Claudia Orona, to direct staff cancel the next regular meeting of the TAC and schedule a marketing planning workshop with City Council, the TAC, local marketing experts and the public to discuss strategies for long-term marketing plans and consider an assessment on the current state of marketing efforts, seconded by Councilmember Clarke, and carried 5-0.*

There was City Council consensus to postpone the hiring of a new Marketing Manager until the new City Manager is on board.

**d. Discussion and Possible action to Approve the purchase the Real Property located at 410 Second Street for Santa Ynez Valley Transit (SYVT) office use and future City uses**

Public Works Director Olds presented details of the report.

Discussion followed regarding inspections and costs for inspections.

Mayor Infanti invited public comments.

Denise El Amin spoke against the purchase.

There were no other public comments.

*Motion by Councilmember Brown, to approve the purchase of the Real Property located at 410 Second Street for Santa Ynez Valley Transit (SYVT) office use and future City uses and authorize the City Manager to execute all necessary documents to complete the purchase, seconded by Councilmember Claudia Orona, and carried 5-0.*

**7. AB1234 REPORT OUT AND COUNCIL CLOSING COMMENTS - None**

**8. ADJOURNMENT**

The meeting was adjourned at 9:20 p.m.

Respectfully submitted:

DocuSigned by:  
  
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Annamarie Porter, City Clerk