



AGENDA

SOLVANG TOURISM AND MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, APRIL 3, 2024 – REGULAR MEETING

Committee Members:

Brian McLaughlin - Co-Chair
Debra Eagle - Committee Member
Jason Scrymgeour - Committee Member
Max Hanberg - Committee Member
Susan Lee - Chair

Staff:

Randy Murphy, City Manager
Jenny McClurg, Director Parks and Recreation
Candice Libera, Marketing and Events Coordinator
Elisa Monroy, Recreation Clerk

AGENDA - Available for viewing on the City's website at: <https://www.cityofsolvang.com/529/Tourism-and-Marketing-Advisory-Committee>

PUBLIC COMMENT - The public is encouraged to address the Committee on any matter on agenda or non-agenda items. Each person is allotted three (3) minutes and may speak only once.

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 -Tourism and Marketing Advisory Committee meetings will be in person.

10:00 AM – REGULAR MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT ON ITEMS ON AGENDA AND NON-AGENDA ITEMS

This section is intended to provide members of the public with the opportunity to address the Committee on agenda and non-agenda items. This section is limited to 15 minutes. Each speaker will be afforded three minutes and may speak only once.

APPROVE TMAC MINUTES: MARCH 6, 2024

1. DISCUSSION ITEMS

- a. City Council direction on Julefest 2024 - new event attractions/additions.

- b. City Council direction on City official logo and marketing tourism logo.
- c. New event for shoulder season, February-April 2025.
- d. Alternatives for parking during special events.
- e. Mid-Week tourism.
- f. TOT discussion

3. MAY'S TMAC MEETING - RESCHEDULE

4. ADJOURNMENT