



**MINUTES  
SOLVANG TOURISM AND MARKETING  
ADVISORY COMMITTEE  
RE-SCHEDULED MEETING**

May 14th, 2024  
Thursday  
Re-Scheduled Meeting –  
10:00 AM.

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**10:00 AM – RE-SCHEDULED MEETING**

**1. PRELIMINARY MATTERS**

**CALL TO ORDER**

Chair Susan Lee called the meeting to order at 10:08 AM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

**ROLL CALL**

Present: Committee Members: Debra Eagle, Max Hanberg, Susan Lee

Absent: Committee Members: Brian McLaughlin, Jason Scrymgeor

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

**PUBLIC COMMENT**

Executive Director of Elverhøj Museum, Sandie Mullin, makes a case for the previously grandfathered Streetlight Banners for the museum to be considered again. She states the Elverhøj Museum is considered a Solvang organization and the repository of Solvang History. The museum welcomes 26k – 30k visitors annually.

**APPROVE MINUTES**

Approve TMAC Minutes: April 3, 2024  
Motioned to approve by DE, seconded by MH.

**2. DISCUSSION ITEMS**

Solvang Dashboard Overview:

- Solvang's Marketing Metrics & Reporting Dashboard went live/launched April 22, 2024
  - TMAC members will get access as well as the City Council and Visit SYV to begin with before rolling out to other stakeholders. Provide feedback at the next meeting.

3 – 5 Year Marketing Plan:

- The Current Strategic Marketing Plan is presented and will be utilized to create the 3 – 5-year Marketing Plan for the City.
  - Vision, Brand, Mission Statement, Role, Strategic Imperatives.
  - Break out Strategic Imperatives at future meeting.

Data Providers:

- The use of data providers such as Placer Ai, Datafy, and Arrivalist provide more data for us to track.
  - Look into getting sales history from businesses to track in house.

#### Streetlight Banners:

- There is no longer an application for streetlight banners.
- All future banners will be City owned.
- Committee members recommend the following have banners:
  - Mission Santa Ines
  - Elverhøj Museum
  - Solvang Theaterfest
  - Solvang Danish red flag
  - Danish Days
  - Julefest
- Bring back the next steps with budget impacts at future meeting.

#### Measure U Feedback:

- Solvang Park Lighting Project:
  - Measure U Committee has drafted a recommendation to the City Council for the Solvang Park permanent lighting project to be fully funded. TMAC members in support.
- Ice skating rink for Julefest:
  - Measure U Committee may fund \$50,000. TMAC members in support.

#### Feedback on Rancheros Visitadores and Wine Country Half Marathon:

- 400 more participants in this year's half marathon.
- Half marathon/Mother's Day weekend was fantastic for downtown Solvang business.

#### Future agenda items:

- Ask absent committee members for their feedback on Rancheros Visitadores and Half Marathon events.
- Streetlight Banners
- Theft by Visitor's Center
  - Safety concerns for visitors
  - Cameras

### 3. ADJOURNMENT

The meeting was adjourned at 11:28 AM.