



## AGENDA

### SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, JUNE 5, 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](mailto:cityclerk@cityofsolvang.com). 72- hours' notice is requested.

**PARTICIPATING IN THE MEETING** -Tourism and Marketing Advisory Committee meetings will be in person

### 10:00 A.M. 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 MAY 14, 2024**

### **1. DISCUSSION ITEMS**

- a. Solvang Dashboard - Where we are at.
  - Comments, feedback
- b. Special Events and impact on businesses.
- c. "Business Talks" - First meeting to take place June 27th, 2024  
5:30pm-7:00pm Council Chambers
- d. Visitor Safety
- e. 3-5 year marketing plan
  - Develop Smart Tourism Growth

### **2. FUTURE AGENDA ITEMS**

### **3. ADJOURNMENT**