



**MINUTES
SOLVANG TOURISM AND MARKETING
ADVISORY COMMITTEE
MEETING**

June 5th, 2024
Wednesday
10:00 AM

10:00 AM – REGULAR MEETING

1. PRELIMINARY MATTERS

CALL TO ORDER

Chair Susan Lee called the meeting to order at 10:02 AM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present Committee Members: Debra Eagle, Max Hanberg, Brian McLaughlin, Susan Lee
Absent: Jason Scrymgeor, City Manager Randy Murphy, Director Parks and Recreation Jenny McClurg
Staff: Marketing and Events Coordinator Candice Libera, Recreation Clerk Elisa Monroy

PUBLIC COMMENT

Denise El Amin commented.

APPROVE MINUTES

Approve TMAC Minutes: May 14, 2024
Motioned to approve by MH, seconded by BM.

2. DISCUSSION ITEMS

Solvang Dashboard -Where we are at

- Introduction to Solvang Dashboard
- Committee gives good feedback regarding Solvang Dashboard stating it is a very useful tool.

Special Events and impact on businesses:

- Committee members are asked to share data from their businesses to help the Marketing team see if their efforts are working, if businesses did better during events
- Committee is in support of providing this information.

"Business talks":

- Quarterly meetings between City staff and local businesses. First meeting June 27, 2024.
- Bring back feedback from businesses to TMAC.

Visitor Safety:

- Bring back a Safety Phone Tree at future meeting.

3-5 year Marketing Plan:

- Developing smart tourism growth
- Add the Central Valley, Phoenix, Seattle to our marketing/target audience

Future agenda items:

- Julefest & Danish Days update
- TOT increase/Council Meeting

3. ADJOURNMENT

The meeting was adjourned at 11:04 AM

