



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

July 3rd, 2024
Wednesday
10:00 AM

10:00 AM – REGULAR MEETING

PRELIMINARY MATTERS CALL TO ORDER

- Chair Susan Lee called the meeting to order at 10:03 AM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present:

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

Committee Members: Debra Eagle, Max Hanberg, Brian McLaughlin, Susan Lee, Jason Scrymgeor

PUBLIC COMMENT

No public comment.

APPROVE MINUTES

Approve TMAC Minutes: June 5, 2024

Motioned to approve by MH, seconded by DE.

1. DISCUSSION ITEMS

Recap April TOT & Sales Tax numbers:

- Sales tax and TOT were down in April- rain, Easter landed in March
- Weather incentives - ponchos, buttons or pins at Visitors Center
- Highlight slower season by marketing no reservations, beat the crowds

TMAC bylaws:

- Bylaws were discussed and first draft of bylaws will be brought back to TMAC at a future meeting for review.

"Business talks"- recap feedback: June 27th Meeting

- Special event parameters were discussed
 - Possible "Black-Out" periods
 - Establish limits on events
- Sign Ordinances discussed

Special events and impact on businesses:

- Special events impact study data due back August 23.
- Committee members will participate. Goal is 5 businesses from each industry.

Danish Days & Julefest update:

- No ice-skating rink in 2024, but it is budgeted for 2025
- Permanent lighting, Maker's Market and possible traffic control for Julefest is discussed

ADJOURNMENT - The meeting was adjourned at 11:24 AM