



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

August 7, 2024  
Wednesday  
10:00 AM

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**10:00 AM – REGULAR MEETING**

**PRELIMINARY MATTERS CALL TO ORDER**

- Chair Susan Lee called the meeting to order at 10:01 AM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

**ROLL CALL**

**Present:**

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

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

**PUBLIC COMMENT**

No public comment.

**APPROVE MINUTES**

Approve TMAC Minutes: July 3, 2024

Motioned to approve by MH, seconded by BM.

**1. DISCUSSION ITEMS**

Recap May TOT & Sales Tax numbers:

- TOT was up, Occupancy and Sales Tax were down.

Julefest Committee:

- The need for a Julefest Committee was discussed- more so for 2025 than 2024. 2024 Julefest will be staff, TMAC and key people from 2023.
- RFP for Solvang Park permanent lighting was discussed.
- New Years event “Copenhagen Countdown” was discussed.

Special Events Impact Study Update:

- Need more numbers from participants before August 23.

Inclusion guidelines for SolvangUSA:

- Stay and Eat tabs should be Solvang only. The Things To Do / Activities pages can include some attractions in other towns such as Ostrichland, Highline Adventures that would be a value-added experience for our visitors.

Special Event submission guidelines for SolvangUSA:

- Verbiage/Criteria for events is discussed. Outcome – To be eligible for inclusion, events must meet the following criteria: located in Solvang or involving Solvang businesses and are open to the public.

**ADJOURNMENT** - The meeting was adjourned at 11:25 AM