



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

September 4, 2024
Wednesday
10:00 AM

10:00 AM – REGULAR MEETING

PRELIMINARY MATTERS CALL TO ORDER

- Chair Susan Lee called the meeting to order at 10:02 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, City Manager Randy Murphy

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

PUBLIC COMMENT

No public comment.

APPROVE MINUTES

Approve TMAC Minutes: August 7, 2024

Motioned to approve by MH, seconded by SL.

1. DISCUSSION ITEMS

Discussion and possible action to approve TMAC Bylaws:

- Committee members discuss the bylaws and vote to approve them. Motioned to approve by MH, seconded by DE, all in favor.

Discussion and direction regarding potential special event in shoulder season or June:

- Committee members discuss. Staff will bring back 3 options for a shoulder season event for the committee to vote on.

Discussion and direction regarding businesses having expanded hours of operation during Julefest:

- The committee is in favor of The City sending a letter out to businesses before Julefest recommending they stay open until 7pm, Friday – Sunday during Julefest.

ADJOURNMENT - The meeting was adjourned at 11:27 AM