



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

October 2, 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 and Marketing and Events Coordinator Candice Libera

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

**PUBLIC COMMENT**

No public comment.

**APPROVE MINUTES**

Approve TMAC Minutes: September 4, 2024  
Motioned to approve by MH, seconded by BM.

**1. DISCUSSION ITEMS**

Discussion and update on Special Event Impact Study

- Committee members discuss.

Discussion and direction to staff regarding Julefest Sponsorship program

- Committee members in favor of corporate vendor sponsors. Bringing sponsorship program to next meeting.

Discussion and update on Julefest Lighting Project and possible action to nominate one member to review and approve Music and Light Show with City Staff:

- The committee is in favor of Susan Lee to represent the group and meet with City Staff for review of the Music and Light Show.

Discussion and direction to Staff regarding potential shoulder season event in 2025.

- Several options were provided and the committee is in favor of a Lego event. Motion to approve by SL, seconded by MH. All in favor.

Discussion on Marketing focuses for 1<sup>st</sup> quarter 2025

- Staff presented 1<sup>st</sup> quarter marketing focus on promoting small to mid-size corporate and boutique conference travel and shoulder season event.

**ADJOURNMENT** - The meeting was adjourned at 11:54 AM