



AGENDA

SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, OCTOBER 2, 2024 – REGULAR MEETING

Committee Members:

Brian McLaughlin, Vice Chair
Debra Eagle, Committee Member
Jason Scrymgeour, Committee Member
Max Hanberg, Committee Member
Susan Lee, Chair

Staff:

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

AGENDA - Available for viewing on the City's website at: <https://www.cityofsolvang.com/529/Tourism-and-Marketing-Advisory-Committee>

PUBLIC COMMENT - The public is encouraged to address the Committee on any matter on agenda or non-agenda items. Each person is allotted three (3) minutes and may speak only once.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk at either (805) 688-5575 x206 or cityclerk@cityofsolvang.com. 72- hours' notice is requested.

LET YOUR VOICE BE HEARD! – Do you have about one minute a month to help make Solvang better? The City of Solvang is working with FlashVote to engage the community and gather valuable input from residents to inform our decisions. We encourage residents to sign up at www.flashvote.com/Solvang or call 775-235-2240 to participate by phone or text only.

PARTICIPATING IN THE MEETING -Tourism and Marketing Advisory Committee meetings will be in person.

10:00 A.M. REGULAR MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT ON ITEMS ON AGENDA AND NON-AGENDA ITEMS

This section is intended to provide members of the public with the opportunity to address the Committee on agenda and non-agenda items. This section is limited to 15 minutes. Each speaker will be afforded three minutes and may speak only once.

APPROVE TMAC MINUTES SEPTEMBER 4, 2024

1. PRESENTATIONS

- a. August Marketing Recap
- b. July TOT and Sales Tax Recap
- c. Fall Events and Julefest Update

2. DISCUSSION ITEMS

- a. Discussion and update on Special Event Impact Study.
- b. Discussion and direction to staff regarding Julefest Sponsorship program.
- c. 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.
- d. Discussion and direction to Staff regarding potential shoulder season event in 2025.
- e. Discussion on Marketing focuses for 1st quarter 2025.

3. FUTURE AGENDA ITEMS

4. ADJOURNMENT