



City of Solvang Tourism and Marketing Advisory Committee Bylaws

I. Purpose and Mission

The mission of the Tourism and Marketing Advisory Committee is to provide specialized insight and strategic advice to City staff on various tourism and marketing-related matters. This involves not only promoting Solvang as a premier tourist destination but also ensuring these efforts contribute positively to the community's overall quality of life.

II. Membership

A. Composition

- a. The Tourism and Marketing Advisory Committee "TMAC" will be comprised of five (5) members. One (1) from each industry that makes up the Village Mixed-Use District (VMU) (lodging property, wine industry, dining establishment, and retail establishment) and community member.

B. Term

- a. Length of Membership: Committee members are limited to two (2) consecutive one-year terms that expire on December 31st of each year.
- b. Committee members may reapply for appointment to the committee after not having served on that committee for one (1) year. To serve beyond these set limits, the City Manager or his/her designee must grant a waiver to approve the membership application.

C. Qualifications

- a. Each member of the committee shall be a resident of the City of Solvang or a business owner within the City of Solvang.

D. Appointment

- a. The City Manager, or his/her designee, will appoint five (5) members. One from each industry that makes up the Village Mixed-Use District (VMU) ((1) lodging property, (2) wine industry, (3) dining establishment, and (4) retail establishment,) and (5) a community member who either resides in the City of Solvang or is a business owner in the City of Solvang.

E. Vacancies

- a. Vacancies shall be filled by appointment by the City Manager or his/her designee making the original appointment for the unexpired portion of the term by looking at past qualified applications.

F. Removal

- a. Any member of the committee may be recommended for removal from their position by a majority vote of the Tourism and Marketing Advisory Committee the City Manager or his/her designee.
- b. Grounds for removal may include, but are not limited to, absenteeism, failure to fulfill duties as outlined in the committee's mandate and these bylaws or conduct that is detrimental to the committee or City's mission.
- c. Prior to a removal vote by the Tourism and Marketing Advisory Committee or the City Manager or his/her designee, the member in question shall be given a fair opportunity to present their case and respond to any allegations made against them.
- d. The decision, either by majority vote of the body or by the City Manager and his/her designee, to remove a committee member shall be final and effective immediately.

G. Compensation and Expenses

- a. Members shall serve in their roles without compensation. However, members

shall have the opportunity to be reimbursed for reasonable and necessary expenses incurred in the performance of their duties on behalf of the committee, provided that such expenses are pre-approved in writing by the City Manager or his/her designee.

III. Officers

The officers of the committee consist of one (1) chair and one (1) vice-chair, each elected by majority vote of committee members voting at the annual meeting. The committee chairs can only serve two consecutive one-year terms and may be nominated for the chair position again after one year of not having served in that role.

The officers' duties are:

- A. Chair
 - a. Presides over all meetings of the committee.
 - b. Principal spokesperson for the committee.
- B. Vice-Chair
 - a. Presides over all meetings at which the Chair is not present.
 - b. Principal spokesperson for the committee when the Chair is not present.
- C. City Staff
 - a. City staff will serve as the principal advisor to the committee and provide support as needed, including drafting reports and documents.
 - b. City staff prepares and posts the meeting agenda in advance of each meeting and ensures that members receive a copy of the agenda and minutes at least 3 working days prior to scheduled meetings via email. Agendas and minutes are also available for viewing at City Hall, 1644 Oak Street, Solvang, and on the City's website <https://www.cityofsolvang.com/529/Tourism-and-Marketing-Advisory-Committee>.

IV. Voting Procedures

- A. Voting Eligibility:
 - a. All five (5) voting members of the Tourism and Marketing Advisory Committee are eligible to vote on agenda items during committee meetings.
- B. Quorum Requirements:
 - a. A quorum of at least three (3) out of the five (5) voting members is required for the committee to conduct official business and make valid decisions.
- C. Voting Process:
 - a. The Chairperson will introduce each agenda item up for vote and facilitate discussion, if required.
 - b. A committee member may make a motion to vote on the agenda item, which must be seconded by another member.
 - c. Following any discussion or questions and public comment, the Chairperson will call for a vote.
 - d. Voting can be conducted by a show of hands, or verbally.
- D. Recommendation Making:
 - a. Recommendations on agenda items are approved if they receive a simple majority vote from the voting members present. In the case of a tie, the Chairperson may cast the deciding vote.
- E. Recording the Vote:
 - a. Action minutes of the meeting will be recorded, including the agenda items voted on, the outcomes of the votes, and any pertinent discussions. The minutes will be reviewed and approved at the subsequent meeting.
- F. Implementation of Decisions:
 - a. After decisions are made through the voting process, the recommendations or advice provided by the committee will be conveyed to the relevant stakeholders for further consideration and action.
 - b. The committee will not be responsible for direct implementation of decisions

but will continue to provide guidance and advice as needed.

- c. Progress on the recommendations will be monitored and discussed in subsequent meetings to ensure alignment with the committee's advisory role.

V. Meetings

- A. Meetings of the committee are held in public.
- B. Committee meetings shall meet a minimum of once a month at a place deemed appropriate by the committee and City staff.
- C. At the discretion of the committee and/or City staff, meetings may be rescheduled or cancelled.
- D. City staff shall inform the public of such meetings at least three working days prior to meetings.
- E. Agendas are made available to the public at least three working days prior to the meetings and are available for viewing at City Hall, 1644 Oak Street, Solvang, and on the City's website at: <https://www.cityofsolvang.com/529/Tourism-and-Marketing-Advisory-Committee>.
- F. A calendar of meetings is established no later than the first meeting of each year. The calendar includes the time and location of the meetings.

VI. Public Comment

- A. The committee shall provide an opportunity for public comment on agenda and non-agenda items at its meetings. The public comment period shall be scheduled on the agenda and shall be held at a specific time during the meeting.
- B. Members of the public who wish to address the committee during the public comment period must sign up in advance of the designated public comment period.
- C. Each individual who has signed up to speak during the public comment period shall have one (1) three (3) minute time limit.
- D. Public comments shall be limited to matters within the jurisdiction of the committee. Personal attacks, defamatory remarks, or disruptive behavior will not be tolerated. The Chair of the committee, or the presiding officer, is empowered to maintain order and decorum during public comment periods. In the event of personal attacks, defamatory remarks, or disruptive behavior, the Chair may intervene to address the behavior promptly. The Chair may warn the speaker, request that the comments remain focused on relevant matters, or discontinuing the speaker's participation if necessary.
- E. The committee members may ask clarifying questions or engage in brief discussion with individuals who have spoken during the public comment period if it pertains to matters within the jurisdiction of the committee. Discussion should last no longer than 3 minutes total.
- F. The committee reserves the right to limit the total time allocated for public comment and to modify the public comment procedures as needed.
- G. These procedures for public comment are designed to promote transparency, openness, and meaningful public participation in the committee's decision-making process.

VII. Amendments

- A. These bylaws may be amended by a majority vote of the committee members present at a meeting, provided that notice of the proposed amendment(s) has been given to all committee members at least three (3) days in advance.
- B. Upon approval of an amendment, the updated bylaws shall be distributed to all committee members as soon as practicable.
- C. Amendments to the bylaws shall take effect immediately upon approval, unless otherwise specified in the amendment itself.