



AGENDA

SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, JANUARY 15, 2025

REGULAR MEETING

Committee Members:

Brian Allard, Committee Member
Max Hanberg, Committee Member
Kim Jensen, Committee Member
Susan Lee, Chair
Jamie Baker, Committee Member

Staff:

Randy Murphy, City Manager
Oliva Uribe-Mutal, Management Analyst
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 – DECEMBER 4, 2024

1. PRESENTATIONS

- a. 4th Quarter Marketing Recap

2. NOMINATE AND APPOINT CHAIR AND VICE-CHAIR FOR THE NEW 2025 TERM

3. DISCUSSION ITEMS

- a. Discussion on Julefest 2024.
- b. Discussion on Julefest 2025 – new additions.
- c. Discussion and feedback on adding crossing guard requirement to the Special Event fee schedule.
- d. Discussion and possible action to approve Solvang Park light color themes.
- e. Discussion and feedback on dry ice cleaning schedule in the TRC zone.
- f. Discussion and update on Solvang Brick Bash Event.

4. FUTURE AGENDA ITEMS

5. ADJOURNMENT