



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

January 15, 2025
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: City Manager Randy Murphy, Director Parks and Recreation Jenny McClurg, Marketing and Events Coordinator Candice Libera, Recreation Clerk Elisa Monroy, Management Analyst Olivia Uribe-Mutal

Committee Members: Max Hanberg, Brian Allard, Susan Lee, Kim Jensen, Jamie Baker

PUBLIC COMMENT

Linda Johansen commented.

APPROVE MINUTES

December 4, 2024, minutes approved

1. PRESENTATIONS

- 4th Quarter Marketing Recap

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

- Susan Lee is nominated as Chair and Jamie Baker as Vice Chair.

3. DISCUSSION ITEMS

Discussion on Julefest 2024

- Great feedback and appreciation is shown by committee members. Crossing guards at Alisal and Copenhagen were well received and showed to be a great addition. Parking concerns and issues are expressed.

Discussion on Julefest 2025- new additions

- Committee members discuss the possibility of a local's night/weekend to show appreciation before the tourist crowds appear.
- Committee members discuss the possibility of fake snow at Solvang Park.
- Committee members discuss the ice-skating rink and if it is needed or obtainable.
- Crossing guards at more locations for Julefest 2025 are discussed.

Discussion and feedback on adding crossing guard requirement to the Special Event fee schedule

- Committee members discuss the need for certain special events providing crossing guards.

Discussion and possible action to approve Solvang Park light color themes

- Members show support for the proposed color themes. Motion passes.

Discussion and feedback on dry ice cleaning schedule in the TRC zone

- Committee in favor of trying dry ice cleaning.

Discussion and update on Solvang Brick & Build Event

- The Solvang Brick & Builds (LEGO Convention) is set to happen April 4-6. The convention aspect will be located at the Solvang Vet's Hall with a competition around Solvang and kid's activities at Solvang Park.

ADJOURNMENT - The meeting was adjourned at 11:53 AM.