



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

February 26, 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, Susan Lee, Kim Jensen, Jamie Baker

PUBLIC COMMENT

APPROVE MINUTES

January 15, 2025, minutes approved

1. PRESENTATIONS

- December TOT, Sales Tax, and Placer Recap

2. DISCUSSION ITEMS

- Solvang Brick & Builds- April 5 & 6, 2025 - Committee requested another update at next meeting.
- Supporting Visit SYV Restaurant Weeks & Midweek Membership Club
- Thomas Dambo troll @CalNAM
- “The Kiss” International Film Release

ADJOURNMENT - The meeting was adjourned at 10:51 AM.