



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

May 21, 2025
Wednesday
10:00 AM

10:00 AM – REGULAR MEETING

PRELIMINARY MATTERS CALL TO ORDER

- Chair Susan Lee called the meeting to order at 10:00 AM in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present:

Staff: Director Parks and Recreation Jenny McClurg, Marketing and Events Coordinator Candice Libera, Recreation Clerk Elisa Monroy

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

Nominated Committee Member: Monica Rueter

ACTION ITEM

1. COMMITTEE MEMBER NOMINATION and VOTE

Motion by Max Hanberg, to approve the nomination of Monica Rueter, seconded by Vice Chair Jamie Baker, and carried 4-0.

PUBLIC COMMENT

Angie Horn, Viking Inn and Atterdag Inn, commented in support of keeping Wine Country Half Marathon.

APPROVE MINUTES

March 19, 2025, minutes approved.

April 16, 2025, motion by Vice Chair Jamie Baker to approve minutes, as amended to reflect the correct date for “The Kiss” film release as May 31st, seconded by Max Hanberg.

1. PRESENTATIONS

- February TOT, Sales Tax, and April Marketing Update

2. DISCUSSION ITEMS

- Wine Country Half Marathon, Impact on Solvang- Committee is in support of keeping Wine Country Half Marathon with stipulations to address areas of concern.
- “The Kiss” Movie Screening- Committee is updated on the details for the film release at the Elverhøj Museum on May 31st.
- BID- Parks and Recreation Director McClurg provided background; BID to be further discussed at future meetings.
- Julefest Planning- Committee is in support of closing Copenhagen Drive during Julefest.

3. FUTURE AGENDA ITEMS

The next meeting, originally scheduled for June 18, 2025, at 10:00 AM, has been rescheduled for June 25, 2025, at 10:00 AM.

ADJOURNMENT – The meeting was adjourned at 11:18 AM.