



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

June 25, 2025
Wednesday
10:00 AM

10:00 AM – REGULAR MEETING

PRELIMINARY MATTERS CALL TO ORDER

- Chair Susan Lee called the meeting to order at 10:01 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

Committee Members: Susan Lee, Jamie Baker, Monica Rueter

PUBLIC COMMENT

There was no public comment.

APPROVE MINUTES

May 21, 2025, motion by Vice Chair Jamie Baker to approve minutes, seconded by Chair Susan Lee.

1. PRESENTATIONS

- April TOT, Sales Tax, and May Marketing Update

2. DISCUSSION ITEMS

- Recap IPW Trip - 80 appointments with various travel and tour operators. Contacts made and follow-up happening.
- World Cup 2026 Opportunities- Committee discusses how to plan ahead and capitalize on the 2026 World Cup visitors and LA locals looking to escape the crowds.
- 250th Anniversary of USA Planning -. Dedicated streetlight banners, event in park, and expanded firework display.
- Solvang/Aalborg Sister City Opportunity – steps to be taken
- J Day Event discussed.
- Julefest Planning- Bring back Council feedback on closing Copenhagen.

3. FUTURE AGENDA ITEMS

- BID update
- Julefest street closure and parking update.

ADJOURNMENT – The meeting was adjourned at 10:56 AM.