



## AGENDA

### SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, JULY 16, 2025

#### REGULAR MEETING

**Committee Members:**

Max Hanberg, Committee Member  
Kim Jensen, Committee Member  
Susan Lee, Chair  
Jamie Baker, Vice Chair  
Monica Rueter, Committee Member

**Staff:**

Randy Murphy, City Manager  
Oliva Uribe-Mutal, Assistant to the City Manager  
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 x 206 or [cityclerk@cityofsolvang.com](mailto: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](http://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 – JUNE 25, 2025**

##### **1. PRESENTATIONS**

- a. Overview Financials
- b. June Marketing Update

##### **2. DISCUSSION ITEMS**

- a. Feedback on 4<sup>th</sup> of July
- b. Ironman and UTMB World Series event
- c. Hispanic Heritage Celebration
- d. Farmer's Market set up and impact
- e. Streetlight Banner Program rolling out

##### **3. FUTURE AGENDA ITEMS**

##### **4. ADJOURNMENT**