



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

August 27, 2025  
Wednesday  
10:00 AM

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**10:00 AM – RESCHEDULED MEETING**

**PRELIMINARY MATTERS CALL TO ORDER**

Chair Susan Lee called the meeting to order at 9:58 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, Max Hanberg, Kim Jensen

**PUBLIC COMMENT**

There was no public comment.

**APPROVE MINUTES**

July 19, 2025, motion by Max Hanberg to approve minutes, seconded by Kim Jensen.

**PRESENTATIONS**

May and June TOT and Sales Tax  
July Marketing Update

**Amendment to Agenda Order**

By consensus, the agenda order was adjusted to move Item No. 2d be to ahead of Item No. 2a.

**DISCUSSION ITEMS**

Lighting in Solvang Park for New Events

Committee discussed proposed colored lights for the month of October. Motion by Max Hanberg, seconded by Chair Susan Lee, to approve the proposal for Spirits of Solvang lighting (October 1–31). Motion carried 3-0.

Acknowledgement of Resignation / Mid-Term Vacancy

Committee acknowledged the resignation of Jamie Baker. Discussion held on two vacant positions. Direction given to solicit new applications to fill the remainder of the term, with preference for lodging/winery applicants.

Pop-Up Immersive Museum Experience

Committee discussed potential for a future immersive experience in Solvang. Noted that a Danish Heritage theme and a proper facility would be necessary.

New Event Series – Spirits of Solvang: Harvest, Haunts & Happenings

Committee reviewed the new October event series. Members expressed unanimous support and enthusiasm.

Julefest Update

Committee received updates on:

- Street closure on Copenhagen Dr. (Alisal Rd. to First St.)
- Decorations for the closed street
- Planning in progress for additional public parking

**FUTURE AGENDA ITEMS**

Spirits of Solvang update  
Group tours/experiences.

ADJOURNMENT – The meeting was adjourned at 11:02 AM.