



AGENDA

SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, SEPTEMBER 24, 2025

RESCHEDULED FROM SEPTEMBER 17, 2025, MEETING

Committee Members:

Max Hanberg, Committee Member
Kim Jensen, Committee Member
Susan Lee, Chair
Peter Lancucki, Committee Member
Michelle Olsen, Committee Member

Staff:

Randy Murphy, City Manager
Olivia 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. 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 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 – AUGUST 27, 2025

1. PRESENTATIONS

- a. Overview Financials
- b. August Marketing Update

2. DISCUSSION ITEMS

- a. New Committee Member Introductions
- b. Spirits of Solvang – Harvest, Haunts and Happenings Update
- c. Julefest Update
- d. Discussion on Group Tours
- e. Discussion and Action on Formal Change of Monthly TMAC Meeting Schedule

3. FUTURE AGENDA ITEMS

4. ADJOURNMENT