



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

July 16, 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

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

PUBLIC COMMENT

There was no public comment.

APPROVE MINUTES

June 25, 2025, motion by Vice Chair Jamie Baker to approve minutes, seconded by Chair Susan Lee.

1. PRESENTATIONS

- April TOT, Sales Tax, and May/June Marketing Update

2. DISCUSSION ITEMS

- July 4 Feedback- overall good, lights at the park were a nice touch, town was busy. Committee and staff agree that a band is needed after the parade.
- Ironman and UTMB Series event update- soft launch set for November 22 with expo at Solvang Park.
- Hispanic Heritage Celebration update- September 28. This event will be coming back after a two year break.
- Farmer's Market- group discussed and concluded that the location and set-up that has been in place seems to work well.
- Streetlight Banner Program update- Banners have been going up and staff just received two more submittals.

3. FUTURE AGENDA ITEMS

- Pop-up immersive museum experiences

ADJOURNMENT – The meeting was adjourned at 11:15 AM.