



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

September 24, 2025
Wednesday
10:00 AM

10:00 AM – RESCHEDULED MEETING

PRELIMINARY MATTERS CALL TO ORDER

Chair Susan Lee called the meeting to order at 10:03 AM.

ROLL CALL

Present:

Committee Members: Susan Lee, Kim Jensen, Peter Lancucki, Michelle Olsen

Staff: Randy Murphy - City Manager, Jenny McClurg - Director of Parks and Rec, Candice Libera – Marketing and Events Coordinator, Terri Simmons – Marketing and Events Assistant

Absent: Committee Member: Max Handberg

PUBLIC COMMENT

No public comment received.

APPROVE MINUTES

Approval of August 27, 2025, minutes deferred. Did not achieve quorum.

1. PRESENTATIONS

Overview Financials and August Marketing Update

2. DISCUSSION ITEMS

- a. Introduced new committee members Michelle Olsen and Peter Lancucki.
- b. Continuing event promotion and communication to Solvang businesses of Spirits of Solvang – Harvest, Haunts and Happenings.
- c. Monitor bid process for conversion of Lot 72 into a temporary parking lot during Julefest. Status update at next meeting.
- d. Julefest planning – maintain project timeline, all events currently on schedule. Provide update at next meeting.
- e. Group Tours are on schedule. All inquiries are to be directed to the Marketing and Events Coordinator.
- f. Approved change of regular TMAC meeting schedule to the last Wednesday of each month.

FUTURE AGENDA ITEMS

No future items proposed.

ADJOURNMENT – The meeting was adjourned at 11:41 AM.