



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

October 29, 2025
Wednesday
10:00 AM

PRELIMINARY MATTERS CALL TO ORDER

Chair Susan Lee called the meeting to order at 10:00 AM.

ROLL CALL

Present:

Committee Members: Susan Lee, Kim Jensen, Peter Lancucki, Michelle Olsen, Max Hanberg
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: Olivia Uribe-Mutal – Assistant to the City Manager

PUBLIC COMMENT

No public comment received.

APPROVE MINUTES

August 27, 2025 motion by Kim Jensen to approve minutes, seconded by Susan Lee.
September 24, 2025 motion by Kim Jensen to approve minutes, seconded by Susan Lee.

1. PRESENTATIONS

Overview Financials and September Marketing Update

2. DISCUSSION ITEMS

- a. Danish Days recap – event went well.
- b. Haunted House recap – record attendance, event went smoothly, will plan on areas for improvement for next year.
- c. Update on Lot 72 – will not be using the lot for parking this year, looking at other options such as lumber yard an Mission.
- d. Julefest planning – maintain project timeline, all events currently on schedule. Solvang was nominated again for two awards as Best Christmas City (Newsweek and TRZ).
- e. Spirit of Solvang: Successful event despite late planning.
Movie Night: Strong attendance; continue in 2026.
Music in the Park: Consider combining with the Kids & Pets Parade into one larger event.
Kids & Pets Parade: Proceed for next year.
Influencers: Generated strong engagement; need to strengthen the Spooky Food & Wine Trail for 2026.

FUTURE AGENDA ITEMS

- a. Allowing food trucks on Christmas Day and New Years Day.
- b. Change date of December meeting or cancel.

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