



AGENDA

SOLVANG TOURISM & MARKETING ADVISORY COMMITTEE

10:00 A.M. WEDNESDAY, JANUARY 28, 2026

Committee Members:

Aaron Petersen, Committee Member
Lori McConnell, Committee Member
Michael Mendizza, Committee Member
Peter Lancucki, Committee Member
Susan Lee, Committee Member

Staff:

Randy Murphy, City Manager
Oliva 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.

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 – NOVEMBER 19, 2025

1. **OVERVIEW OF TMAC RESPONSIBILITIES AND CODE OF CONDUCT**
2. **NOMINATE AND APPOINT CHAIR**
3. **PRESENTATIONS**
 - a. Overview Financials
 - b. 4th Quarter Marketing Update & 1st Quarter Marketing Strategy
4. **DISCUSSION ITEMS**
 - a. Discussion and Possible Action: Review of Julefest 2025 - key takeaways, including what worked well and opportunities for improvement.
 - b. Discussion and Possible Action: DestinationPay program.
 - c. Solvang-Aalborg Sister City Anniversary
 - d. 250th Anniversary – 4th of July 2026
5. **FUTURE AGENDA ITEMS**
6. **ADJOURNMENT**