



**MINUTES OF A REGULAR MEETING OF
THE SOLVANG
TOURISM ADVISORY COMMITTEE**

January 6, 2022
Thursday
3:30 p.m.

1. PRELIMINARY MATTERS

CALL TO ORDER

Chair Prescott called the meeting to order at 3:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: John Martino, Tracy Beard (arrived 3:38), Kim Jensen,(arrived 3:34) Alexander Grenier, Vice Chair Max Hanberg, Chair Barry Prescott

Absent None

Staff: Xenia Bradford, City Manager, Annamarie Porter, City Clerk

PLEDGE OF ALLEGIANCE

Member Martino led in the Salute to the Flag.

APPROVAL OF AGENDA, AS PRESENTED

Motion by Vice Chair Hanberg to approve the agenda, as presented, seconded by Committee Member Martino, and carried, 4-0, with Committee Members Jensen and Beard, absent.

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA - None

2. APPROVAL OF THE MINUTES OF NOVEMBER 4, 2021, DECEMBER 2, 2021 & DECEMBER 10, 2021.

Motion by Vice Chair Hanberg, seconded by Committee Member Martino to approve the minutes, and carried, 4-0, with Committee Members Jensen and Beard, absent.

3. DISCUSS MARKETING SERVICES TO DEVELOP RECOMMENDATIONS FOR REQUEST FOR PROPOSALS FOR COUNCIL CONSIDERATION OR RECOMMEND AN ALTERNATIVE STRUCTURE FOR MARKETING SERVICES

City Manager Bradford presented details of the staff report; addressed questions previously raised by the Committee; discussed a history of marketing services in the City; commented on the IDK contract and events as well as on events (smaller events focused on the community) by the City's Parks and Recreation Department; listed other documentation provided in the report and asked for input from the Committee.

Committee Member Beard commented on duplication in social media, the difficulty in determining who did what and on the lack of metrics.

Committee Member Jensen spoke in favor of IDK, their marketing expertise and their experience and supported continuing to use their services.

Committee Member Martino felt it would be a mistake to change now and recommended continuing with IDK through 2022.

Vice Chair Hanberg agreed; commented on the success of Julefest events and spoke in support of increased City and community participation in planning specific events.

Committee Member Grenier commended IDK for their work in the successful Julefest events.

Committee Member Shallenberger offered to gather resources and sample RFPs to help the committee develop an RFP for marketing services.

In reply to Chair Prescott's question, City Manager Bradford discussed Committee Member Shallenberger's reappointment to the committee.

Chair Prescott reported Anna Ferguson expressed interest in joining the Committee.

Discussion followed regarding developing a marketing structure and scope of work for an RFQ for marketing services going forward, concerns regarding the money being spent on social media, considering other vendors, evaluating the ROI; the possibility of hiring an Executive Director of Marketing and the additional related costs to the City.

Chair Prescott invited public comments and there being no one wishing to speak, Chair Prescott closed public comment.

Chair Prescott recommended extending the IDK contract until the end of 2022; agreed with the need to understand where money is being spent and suggested waiting to determine the need for an Executive Director.

Committee Member Jensen suggested issuing an RFP during the last quarter of the year for the following year.

Discussion followed regarding having an RFP ready to issue by the end of June, recommending that City Council extend the IDK contract through Calendar Year 2022 and making the scope as broad or specific as the committee would like.

Motion by Chair Prescott, to recommend that City Council extend the IDK contract through December 31, 2022, seconded by Committee Member Jensen, and carried (5-1), with Committee Member Beard, opposed.

4. COMMITTEE MEMBER COMMENTS

Committee Member Jensen suggested working on the RFP for the previous item in quarter 3 (by the end of September 2022).

Vice Chair Hanberg request that City Council consider adding another seat to the TAC.

Discussion followed regarding getting an updated marketing plan from IDK, the opening of the new theater in June and the possibility of promoting Theater Fest.

5. CITY STAFF COMMENTS

City Manager Bradford stated she looks forward to developing an RFP for marketing services.

6. ADJOURNMENT

The meeting was adjourned at 4:52 p.m.

Respectfully submitted:



Annamarie Porter, City Clerk