



MINUTES  
REGULAR MEETING OF THE SOLVANG  
TOURISM ADVISORY COMMITTEE

March 3, 2022  
Thursday  
3:30 p.m.

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**CALL TO ORDER**

Chair Shallenberger 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: Tracy Beard, David Brents, Alexander Grenier, Kim Jensen, John Martino, Vice Chair Max Hanberg, Chair Cheryl Shallenberger

Absent None

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

**PLEDGE OF ALLEGIANCE**

Vice Chair Hanberg 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 Grenier, and carried, 6-1, with Committee Member Brents, abstaining.*

**PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** - None

**APPROVAL OF THE MINUTES OF FEBRUARY 3, 2022**

*Motion by Vice Chair Hanberg, to approve the minutes of February 3, 2022, as corrected, seconded by Commissioner Jensen, and carried 6-1, with Committee Member Brents, abstaining.*

**REGULAR BUSINESS**

- 1. RECEIVE MARKETING SERVICES MONTHLY UPDATE FROM CONSULTANT COGS & MARVEL (IDK), INCLUDING PROPOSED PROGRAM FOR THE LEGO EVENT TO TAKE PLACE IN THE SPRING OF 2022. THE EVENT WAS PROPOSED BY THE CONSULTANT AND SELECTED BY THE TAC AT THE LAST REGULAR MEETING.**

Scott Shuemake and other representatives from Cogs & Marvel narrated a PowerPoint presentation with a monthly update of marketing services and a proposed program for the Lego event planned for the Spring of 2022.

Discussion followed regarding demographics of followers, prizes for the Lego event winners, awarding stipends on credit cards to be spent within Solvang zip codes, the possibility of locating the event on the west end of town or other places besides Copenhagen, holding the event the last weekend in March or the first weekend in April and making the event, interactive, programming a competition for kids with a small participation figurine (i.e. Lego Viking) as an award and buying the awards from a

Solvang-based business.

There were no public comments on this item.

*Motion by Chair Shallanberger to form an Ad Hoc Subcommittee comprised of Committee Member Martino and Vice Chair Hanberg to work on the Lego event, seconded by Member Beard, and carried 7-0.*

**2. REVIEW BRANDING DESIGN APPROVED BY THE DESIGN REVIEW COMMITTEE (DRC) AND MAKE RECOMMENDATIONS TO THE CITY COUNCIL FOR IMPLEMENTATION OF THE BRANDING TO CITY WAYFINDING AND SIGNAGE. CONSIDER ALLOCATING PORTION OF THE UNALLOCATED FUNDS (\$75,000) WITHIN THE CURRENT WORK SCOPE TO FURTHER IMPROVE THE CITY NEW LOGO FOR APPLICATION OF THE LOGO IN VARIOUS SETTINGS FOR MARKETING AND PUBLISHING PURPOSES.**

City Manager Bradford narrated a PowerPoint presentation regarding the DRC's consideration and recommendations of branding, wayfinding and signage, the City's proposed logo and use of the logo in various settings for marketing and publishing purposes.

Discussion followed regarding costs for cleaning up the logo, seeking services from other graphic designers to develop other renditions of and simplifying the logo, money already spent on the logo, exploring continuing development of the logo and reaching out to the original designer to improve the logo and/or getting quotes from other graphic designers.

*Motion by Chair Shallanberger, to reach out to the original designer of the logo to explore whether he would be willing to revise the logo, at no charge, or develop a scope of work for other graphic designers to bid, seconded by Vice Chair Hanberg, and carried 7-0.*

**3. RECEIVE SUB-COMMITTEE RECOMMENDATIONS FOR MARKETING SERVICES SCOPE OF WORK AND DEVELOP RECOMMENDATIONS TO CITY COUNCIL FOR ISSUANCE OF REQUEST FOR PROPOSALS.**

City Manager Bradford presented details of the report.

Chair Shallanberger noted the need to have a dedicated staff person or a contractor to answer calls, be the point of contact and work closely with event promoters and described a proposed job description.

Committee Member Beard discussed development of a Tourism, Marketing and Media proposal, including transparency in accounting and scope of work; addressed best practices and proposals from other cities as samples and talked about timelines and scoring criteria.

Discussion followed regarding the community's desire for a Julefest Committee to have increased community involvement in planning the events, past events, separating scopes of work from the overarching marketing scope of work and social media spending.

*Motion by Vice Chair Hanberg, to approve forwarding the recommendations of the subcommittee regarding Marketing Services scopes of work to the City Council for development of an RFP, seconded by Committee Member Jensen, and carried 7-0.*

**COMMITTEE MEMBER COMMENTS**

Members of the Committee commended Committee Member Beard and Chair Shallanberger for their work on the Marketing Services scopes of work.

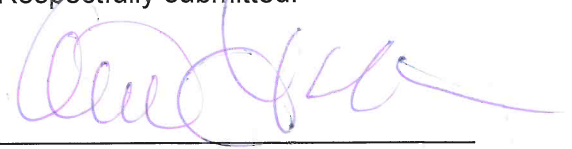
**CITY STAFF COMMENTS**

City Manager Bradford thanked the TAC for its input.

**ADJOURNMENT**

The meeting was adjourned at 5:07 p.m.

Respectfully submitted:

A handwritten signature in purple ink, appearing to read 'Ann Marie Porter', written over a horizontal line.

Annamarie Porter, City Clerk