



**MINUTES
SOLVANG TOURISM ADVISORY COMMITTEE
REGULAR MEETING**

August 4, 2022
Thursday
3:30 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

Chair Shallanberger called the meeting to order at 3:34 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 (arrived at 3:36 p.m.), Chair Cheryl Shallanberger

Absent: Committee Members: John Martino, Vice Chair Max Hanberg

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

PLEDGE OF ALLEGIANCE

Chair Shallanberger led in the Salute to the Flag.

2. CONSENT

- a. Approve order of Agenda as presented
- b. Approve Minutes of July 7, 2022 Regular Meeting

Motion by Chair Shallanberger, to approve the Consent Agenda, as presented, seconded by Committee Member Beard, and carried, 5-0 with Committee Member John Martino, Vice Chair Max Hanberg, absent.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION

- a. Receive presentation from the Abbi Agency, the City’s new Marketing Management Consultant, and provide with general policy direction.

Allegra Demergian, Alli Williams, and Thaison Kawal narrated a PowerPoint presentation with an update of the first 30 days as the City’s new Marketing Management Consultant and accomplishments and addressed results of an audit of the City’s marketing channels and a survey of the community. They discussed public relations, digital content, creative and challenges with the new logo, the digital experience and social media management.

Consultant Demergian spoke about the strategy and building phase, important dates and priority tasks and addressed finalizing the strategic marketing plan and launch of the initial campaign.

Discussion followed regarding fall events and costs for photo shoots, opportunities for the public to submit photos and purchasing stock photography.

- b. Receive a report from Solvang Hygge Huset on Visitor Center operations.

Susan Lee, Hygge Huset, Solvang Visitor Center, shared commonly asked questions from visitors; spoke about excitement for Julefest; discussed distribution of maps provided by the Chamber of Commerce and magazines from VSYV; commented on listing events on the City's website and thanked the City for allowing them to serve.

Contractor Huset addressed the monthly number of visitors to Solvang and spoke about mid-week events that encourage participation.

Dean Klitgaard spoke about the people who visit the Visitor Center and discussed a brief history of Solvang.

c. Discuss Julefest 2023 program and provide with policy direction.

City Manager Bradford requested direction from the Committee regarding Julefest 2023.

Discussion followed regarding parties interested in providing planning services for the upcoming Julefest events, the need to start planning as soon as possible, participation of the City's Parks and Recreation and Public Works Departments, the possibility of forming a subcommittee of the TAC to help with planning and coordination, moving forward with filling the Marketing Manager position, soliciting people with prior experience to help with the events, outsourcing specific tasks and seeking community volunteers.

Committee Members Beard and Jensen volunteered to serve on the Julefest subcommittee.

Committee Member Beard requested that other Members send ideas to City Manager Bradford to share with the TAC at its next meeting.

COMMITTEE MEMBER COMMENTS

Committee Member Jensen spoke about the importance of transparency and everyone in Solvang knowing what the City is doing with taxpayer money.

Committee Member Grenier spoke positively about the presentations provided tonight.

CITY STAFF COMMENTS

City Manager Bradford spoke about upcoming items to be considered by the TAC.

ADJOURNMENT

The meeting was adjourned at 5:00 p.m.

Respectfully submitted:

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Annamarie Porter, City Clerk