



**MINUTES
TOURISM ADVISORY COMMITTEE
REGULAR MEETING**

September 1, 2022
Thursday
3:30 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

Vice Chair Hanberg 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, Alexander Grenier, Kim Jensen, John Martino, Vice Chair Max Hanberg

Absent: None

Staff: City Manager Xenia Bradford, City Clerk Annamarie Porter

PLEDGE OF ALLEGIANCE

Member Jensen led in the Salute to the Flag.

2. CONSENT ITEMS

- a. Approve order of Agenda as presented
- b. Approve Minutes of August 4, 2022, Regular Meeting

Motion by Committee Member Grenier, to approve Consent Items, as presented, seconded by Committee Member Jensen, and carried, 5-0.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION ITEMS

- a. The Abbi Agency, TAC Members Survey Results, Marketing Plan, Media Plan, and “Like Denmark” Campaign presentations.

Connie Anderson, The Abbi Agency, narrated a PowerPoint presentation with details of the TAC survey results and analysis.

Discussion followed regarding corporate meeting opportunities and the lack of appropriate facilities to support large corporate meetings.

Representative Anderson continued presenting the Marketing Action Plan details, discussed a SWOT analysis, and addressed target audiences, personas, seasonality, goals, and objectives. She presented ads under the Like Denmark Campaign for social media; discussed the paid media plan, social media content approaches, in-market alignment, and business promotion. She addressed a redesign of the homepage and implementation before the campaign launches. She did mention that the CMS/backend

of the website is very old and suggested a new site for the future. She also shared a Julefest marketing plan.

Discussion followed regarding having local businesses access the SolvangUSA website, expanding on the concept of affordability, posting on social media 4 to 5 a week, and the issues with the current logo.

There were no public comments on this item.

b. Julefest 2022 Presentation

City Manager Bradford discussed the Julefest Committee and meetings held.

Lisa Mesa, Julefest Committee Member, reported the planned Julefest vision. If approved will be presented to the event company for execution. She discussed key events and talked about focusing on décor. She spoke about starting with the basics, suggested adding the Solvang logo to the photo stops that IDK created, and commented on possible new features such as Holiday Movies in the Park, a Julefest Night Market, and added lighting.

Discussion followed regarding the candlelight tours, the tree burn and having Santa available on other days.

Miguel Quinones, Director of the Solvang Nativity Pageant, discussed the pageant's mission; spoke about enhancing it to a "Night Time Spectacular"; addressed funding requirements; hoped to hold the pageant at Theater Fest this year, and deferred to Gina Lugley, Producer.

Producer Lugley discussed the pageant budget (\$30,000), addressed costs, spoke about being intentional and keeping the pageant free to attend, and asked the TAC to consider participating financially up to 50% of their budget.

Quinones spoke about rebranding the pageant as the Solvang Nativity Spectacular and forming a 501.C.3 as Solvang Performing Arts in the future.

Motion by Committee Member Martino, to approve the Julefest Committee program recommendations, as presented, seconded by Committee Member Jensen, and carried, 5-0.

COMMITTEE MEMBER COMMENTS

Committee Member Beard spoke about a proposal from the Santa Ynez Valley Jazz for Julefest.

Discussion followed regarding hiring an event company to implement Julefest programs.

CITY STAFF COMMENTS

City Manager Bradford announced that David Brents and Cheryl Shallanberger resigned from the TAC. Additionally, she announced that Cheryl Shallanberger would be the City's new Marketing Manager.

ADJOURNMENT

The meeting was adjourned at 5:02 p.m.

Respectfully submitted:

DocuSigned by:

Annamarie Porter

2EFC8CE62C13406...

Annamarie Porter, City Clerk