



**MINUTES OF THE SPECIAL MEETING OF THE
TOURISM ADVISORY COMMITTEE**

Council Chambers
1644 Oak Street
Solvang, CA 93463

September 30, 2021
Thursday
5:00 p.m.

1. PRELIMINARY MATTERS

CALL TO ORDER The meeting was called to order at 5:01 p.m.

ROLL CALL

PRESENT: Committee Members Tracy Beard, Alexander Grenier (via Zoom), Max Hanberg, Kim Jensen, John Martino, Barry Prescott, Cheryl Shallenberger (via Zoom)

ABSENT: None

STAFF: Xenia Bradford, City Manager; Annamarie Porter, City Clerk

PLEDGE OF ALLEGIANCE

Committee Member Martino led in the Pledge to the Flag.

APPROVAL OF AGENDA AS PRESENTED

The agenda was approved, as presented, by consensus.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

City Manager Bradford opened public comments for items not on the agenda. There being no one wishing to speak, City Manager Bradford closed public comments.

2. SET REGULAR COMMITTEE MEETING SCHEDULE

City Manager Bradford accepted suggestions for regular meeting dates for the Tourism Advisory Committee.

There was consensus to schedule regular meetings of the Tourism Advisory Committee (TAC) on the first Thursday of the month at 5:00 p.m.

3. DISCUSS COMMITTEE ORGANIZATION – SELECT CHAIR AND VICE CHAIR

City Manager Bradford presented a brief report and called for nominations for Vice Chair of the TAC.

Motion by Committee Member Martino to appoint Committee Member Hanberg as Vice Chair of the TAC, seconded by Committee Member Jensen and carried, unanimously, 7-0.

Motion by Committee Member Jensen to appoint Committee Member Prescott as Chair of the TAC, seconded by Committee Member Martino and carried, unanimously, 7-0.

4. DISCUSS AND MAKE RECOMMENDATIONS FOR MARKETING SERVICES CONTRACT REQUIREMENTS AND REQUEST FOR PROPOSALS ISSUANCE

The current marketing contract with IDK Events is expiring on December 31, 2021. Per Council direction, the City will be issuing a request for proposals competitively bidding the marketing services. Tourism Advisory Committee (TAC) is responsible for making recommendations on the selection of consultants and/ or agencies providing professional marketing/ advertising services required by the city and any determination of appropriate scope of work. The TAC is also responsible for making recommendations for budget allocations toward marketing.

City Manager Bradford presented a report; addressed the TAC's general duties and responsibilities and discussed the scope of work and deliverables for the current marketing contract.

Discussion followed regarding the history of marketing services and the Visitor Center, diversion of funding, impacts of COVID-19, percent of TOT allocated towards IDK, branding for website development, the separate contract for Visitor Center operations, providing detailed breakdowns of costs, developing pamphlets and/or walking maps for distribution by the Visitor Center, public relations, outreach, social media and participating in trade shows, the RFP and evaluation process, corroborating with Visit Santa Ynez Valley to avoid redundancy, increasing film and commercial opportunities, inviting representatives from VSYV and IDK to attend the next meeting of the TAC to avoid duplicating efforts, determining the City's identity (town versus village versus city) for branding and considering rack cards.

Committee Member Beard recused herself and departed the meeting.

Discussion continued regarding supporting and/or allocating part of the budget to the Chamber, with \$20,000 for mixers, \$20,000 for Public Relations and \$20,000 for businesses and Music in the Park, as a starting point.

Committee Member Beard returned to the meeting.

Ensuing discussion pertained to expiration of the current contract on December 31, 2021, providing the TAC with copies of past IDK contracts, determining what to include in the next RFP for marketing services, the possibility of scheduling a special meeting on October 14, 2021, at 5:00 p.m.

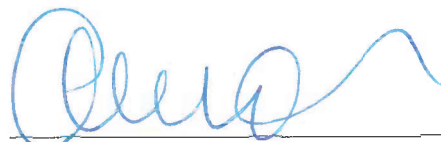
5. COMMITTEE MEMBER COMMENTS - None

6. CITY STAFF COMMENTS - None

7. ADJOURNMENT

The meeting was adjourned at 6:17 p.m.

Respectfully Submitted:



Annamarie Porter, City Clerk