



MINUTES OF THE SPECIAL MEETING OF THE SOLVANG TOURISM ADVISORY COMMITTEE

October 14, 2021
Thursday
5:00 p.m.

1. PRELIMINARY MATTERS:

CALL TO ORDER

Chair Prescott called the meeting to order at 5:00 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Chair Barry Prescott; Committee Members Tracy Beard; Alexander Grenier; Kim Jensen; John Martino; Cheryl Shallanberger (Arrived at 5:30 p.m.)

Absent: Vice Chair Max Hanberg

Staff: Xenia Bradford, City Manager; Scott Shuemake, Marketing Consultant; Annamarie Porter, City Clerk

PLEDGE OF ALLEGIANCE

Led by Chair Prescott

APPROVAL OF AGENDA, AS PRESENTED

Motion by Committee Member Martino, to approve the agenda, as presented, seconded by Committee Member Jensen, and carried, unanimously, 5-0, with Vice Chair Hanberg and Committee Member Shallanberger, absent.

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA - None

2. RECEIVE PRESENTATION FROM VISIT SANTA YNEZ VALLEY

Shelby Sim, President & CEO, Visit Santa Ynez Valley (VSYV), provided a brief history of the organization; reported hoteliers got together to form the group and decided to charge guests a fee to go into a marketing fund to market the Santa Ynez Valley. He discussed marketing strategies including digital advertising, public relations and trade shows and addressed collaboration by participating in trade shows, together. Mr. Sim added their goal is to work with Solvang to increase tourism and have more overnight stays.

Discussion followed regarding ensuring that work and efforts are not duplicated, the need to maintain a good relationship and open communication, appointing a City liaison to VSYV and vice versa, the possibility of collaborating in larger tradeshow and the percentage of VSYV's budget from Solvang visitors. It was noted the bulk of the hotels are in the City of Solvang. Discussion continued regarding the need to determine the ROI for Solvang businesses and VSYV's marketing strategies and methods of measuring the effects. It was noted that heads-and-beds is one measure of performance as is digital data and a measure of performance for the City would involve TOT.

Committee Member Shallanberger arrived at 5:30 p.m.

3. RECEIVE AN UPDATE ON CURRENT CONTRACT SCOPE OF WORK FROM IDK

Scott Shuemaker, Marketing Consultant, IDK Marketing, discussed their role; discussed four key pillars to support the marketing efforts of Solvang, including the Chamber of Commerce, local Solvang Marketing, Destination Marketing (VSYV) and IDK, the latter which will ensure the presentation of a dynamic and well-rounded tourism destination. He discussed awareness and conversion and addressed upcoming Julefest events.

Chair Prescott reported the TAC is looking for inspiration and ideas for next year, to present to City Council.

IDK Team Members reviewed digital marketing analytics.

Discussion followed regarding key marketing targets, the wedding market and key performance indicators.

4. RECEIVE PRESENTATION FROM STILETTO MARKETING

Anna Ferguson-Sparks, Stiletto Marketing, narrated a PowerPoint presentation regarding her experience in marketing and her organization and presented Solvang demographics and website analytics.

Discussion followed regarding ways of attracting wedding parties to the region, including direct contact with hotels and targeting wedding planners and the LGBTQ community.

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

There was consensus to continue this item to the TAC's next meeting on November 4, 2021.

6. COMMITTEE MEMBER COMMENTS

Chair Prescott reported the 5:00 p.m. start time is challenging for him, and City Manager Bradford noted the matter can be placed on the agenda for the next regular meeting of the TAC on November 4, 2021.

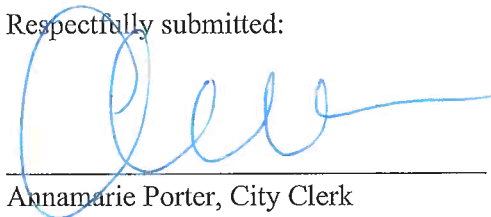
Brief discussion followed regarding sign-ups for the Christmas Parade. It was noted that information is now on the City's website.

7. CITY STAFF COMMENTS

City Manager Bradford reminded the TAC it is a Brown Act committee and cautioned against three or more Members speaking about items under the TAC's authority.

8. ADJOURNMENT- Chair Prescott adjourned the meeting at 6:27 p.m.

Respectfully submitted:



Annamarie Porter, City Clerk