



Solvang City Council Meeting Recap

PRESENTED BY: Kady Fleckenstein, Public Information Officer

MEETING DATE: November 12, 2019

Attendance: Mayor Ryan Toussaint, Councilmembers Chris Djernaes, Karen Waite, Daniel Johnson

Absent: Mayor Pro Tem Robert Clarke was excused due to a family emergency.

Link to Meeting Video: <https://www.youtube.com/watch?v=EeaJB7u-5Bs>

Please note: due to technical difficulties, only sections of the meeting were recorded.

1. PUBLIC COMMUNICATIONS – WRITTEN OR VERBAL

a. Fallfest Event Update Presentation by Andres Nuño: The Solvang Fall Festival is this coming weekend, Friday, November 15-Sunday, November 17. For more information, times, activities, discounted festival ride tickets and the music lineup, visit <https://www.solvangusa.com/events/solvang-fall-festival-2019/>. Suds at Solvang Park will be held on Saturday, November 16th with tastings from over 20 craft breweries and wineries from 11am-3pm for \$35. (Tickets available at www.solvangfallfest.com). Fallfest Event team is proud to be working with the Solvang Arts and Music Foundation and to be able to make a donation to such a wonderful local non-profit group. Nuño invited the Mayor, City Council and City Staff to join them for the kick-off to the Solvang Fall Festival on Friday at 4 p.m. Mayor Toussaint has agreed to help kick-off the Solvang Fall Festival.

2. EXECUTIVE, PIO REPORTS & ADVANCE CALENDAR

a. City Manager:

- **Information Technology:** Lanspeed is providing services in Monitoring, Maintenance and Strategy. The City Manager and PIO are looking into a Ticketing System/CRM for internal project management and staff is looking into a VOIP phone system.
- **Human Resources:** Contract to review human resources practices including training programs, performance evaluation systems, and organizational effectiveness, and internal communications.

- **Public Works:** Alamo Pintado Trail – clean up in final stages of completion
- **Planning & Building:** Contract for Building Services through end of Fiscal Year. Currently developing a scope of services for Planning Services.
- **Parks and Recreation:** 26th Annual Halloween Haunted House was a success with 2,200 visitors and \$23,000 in revenue.
- **Fig Grand Fondo** was this past weekend and they will be giving a report at the next City Council meeting.
- **November 25**
 - **Presentations:** STOMP event recap will be presented by Visit the Santa Ynez Valley at the next City Council meeting.
 - **Policy Direction Items:** Economic Development & Conference Center Specific Plan Direction, Parking Study and Policy Direction and Amnesty program for building code enforcement.
 - **Code Updates:** Building, Sewer, Water are slated for future Council meetings this calendar year.
- **Advance Calendar Items (Dec & Jan):** Tourism & Marketing Policy Direction, Data Analytics for Economic Development, Communications Plan Update, Unfunded Liabilities (CalPERS/OPEB), CAFR & Q2 Financial Update, Policy Direction for Financial Plan Development for 1- or 2-year development, Municipal Code Update and Re-Codification, Board of Architectural Review-purpose and structure
- **2019 remaining Council meeting dates:** The Council decided to reschedule the December 23, 2019 meeting due to the holidays and will announce the new date at the next City Council meeting.

b. **Public Information Officer:** The PIO, Kady Fleckenstein, reported on current communication improvement efforts such as updates to the City’s website, increased use of social media and contracting with a text notification service for City news and emergencies. She also estimated that the City would choose a CRM/citizen engagement platform by the end of the month and announced that she will work with the City Clerk on meeting and agenda solutions which include improved video capabilities for Council meetings. The PIO announces the City has begun using the social media user-generated content platform called Crowdriff for tourism marketing and shows the City’s advertisement on the back cover of the Visit the Santa Ynez Valley Visitors Guide which features all user-generated photos from Instagram with rights obtained via Crowdriff. Fleckenstein then introduces the Council, by way of her Powerpoint presentation, to the team of contractors who will be implementing basic marketing and public relations services as an immediate solution to tourism marketing as approved by the Council. The new marketing coordinator and the PIO will be hosting a public engagement workshop and will announce the date and time on the City’s website and on social media. Surveys will also be distributed online and via mail to residents, businesses and visitors. The data compiled from the workshops and surveys will be presented to the Council on December 9, 2019 at which time the Council can give further direction on the planned Request for Proposal for marketing, sales and rebranding services.

- c. **Visitor Center:** The Visitor Center is still hosting Hygge Happy Hour from 3pm to 4pm on Thursdays through Thanksgiving. In October, the Solvang Visitor Center welcomed 4,484 visitors and passed out 2,791 Solvang Chamber maps and 1,463 Visit SYV Visitors Guides.
- d. **Julefest:** Event producers, IDK Events, reported on the latest Julefest news. New Events include Aurora Dronealis, a drone show featuring 100 drones creating a Christmas light show in the sky. The event will be held in Lot 72 behind the Mission on Saturday, December 21 at 6:00 PM. Tickets are available online now for \$15 at SolvangJulefest.org. Santa's Village with free visits with Santa and Mrs. Claus will feature a new additional attraction called Santa's Lade ("Barn") with live farm animals (even a reindeer on one special Saturday) and real snow. The vendor for the Christmas Market Light Show that was approved by Council on October 28 is no longer available as was a backup vendor. Council advised IDK Events to continue to search for another vendor for the light show. IDK Events reports success with e-marketing and social media promotions and has sold \$7,000 worth of event tickets to date with \$1,000 of those sales stemming from a single email campaign.

3. CONSENT AGENDA

- a. Approval of Agenda as Presented
- b. Approval of Warrant Register/Expenditures Report for October 2019
- c. Approval of Draft Minutes of the Regular Meeting of October 28, 2019, Regular
- d. Meeting of September 23, 2019 and Special Meeting of September 25, 2019
- e. Professional Services Agreement- South Alisal Road Pavement Reconstruction Project Engineering Services
- f. Solvang Stormwater System Master Plan

Result: Passes 4-0 after discussion of items e and f.

REGULAR BUSINESS AGENDA

1. SOLVANG CONFERENCE AND VISITORS BUREAU RESOLUTIONS AND COUNCIL RATIFICATION OF NEW DIRECTORS TO THE SCVB BOARD

City Attorney refers to his previous report ([click here](#)) regarding the SCVB at the City Council Meeting on October 28, 2019. He advises that in order for Jeff Paaske to resign, the City Council must accept and ratify his resignation and confirm the appointment of two new SCVB Board members, specifically, Mayor Toussaint and Councilmember Daniel Johnson.

Accept and Ratify Resolution of the SCVB Approving and Accepting Resignation of Director. Accept and Ratify Resolution of the SCVB Approving and Accepting Resignation of Director Jeffrey Paaske and Recommending New Directors to the SCVB Board. Confirm the appointment of Mayor Toussaint as President and Councilmember Daniel Johnson as Treasurer/Secretary of the SCVB Board.

Result: 4-0

2. BUILDING SERVICES CONTRACT & PLANNING SERVICES UPDATE

Authorize the City Manager to enter into a Contract with Willdan Engineering for Building Services through the end of Current fiscal year 2019-2020. Receive an update on Planning Services organizational structure evaluation and proposed intermediary solutions.

Result: 4-0

3. REQUEST FOR LATERAL TRANSFER TO FILL VACANCY WITHIN THE PUBLIC WORKS DEPARTMENT

Review and provide direction regarding requested lateral transfer from the Waste Water Division to Water Division to fill a vacancy in Water Operator position.

Result: Lateral Transfer Approved. Passes 4-0

4. WASTEWATER TREATMENT PLANT WATER QUALITY PROJECT- ENGINEERING DESIGN SELECTION PROCESS

Provide staff with policy direction for any desired revisions to the draft Request for Proposals for engineering design services for the WWTP Water Quality Project. Approve Amendment 1 to the contract with Meridian Consultants for additional environmental services in the amount of \$11,445 for the proposed recycled water distribution system as part of the WWTP Water Quality Project.

Result: Draft Request for Proposal approved without revisions. Passes 4-0. Amendment 1 approved. Passes 4-0.

5. SUNNY FIELDS PLAYGROUND REPAIR

That the City Council proceed with making playground repairs at Sunny Fields with a local contractor.

The estimated cost from a local contractor is \$135,000 to make repairs versus a non-local contractor who costs \$238,200. With substantial repairs the playground should last another 10 years after the repairs and adhere to safety requirements. Council agrees to put the scope of work for repairs out to bid to local contractors to see if Parks & Recreation Department can receive a more competitive bid.

Result: Passes 4-0

6. APPROVE AND ADOPT RESOLUTION NO. 19-1093 ADOPTING REVISED COUNCIL PROTOCOLS

City Council consider approval of Resolution No. 19-1093 Adopting Revised Council Protocols.

City Attorney made note that Solvang is a charter city and the Municipal Code needs to be updated and should have been updated when the charter was created.

Result: Passed 4-0 with minor revisions as advised by the City Attorney

7. AB1234 REPORT OUT, COUNCIL COMMENTS AND REQUESTS

Events Councilmembers recently attended:

- Veteran's Service in Solvang was attended by Mayor Toussaint and Councilmembers Daniel Johnson and Chris Djernaes
- Councilmember Chris Djernaes, City Attorney, Chip Wullbrandt and Mayor Toussaint attended Fig Grand Fondo ride

Chris Djernaes: Thought the Grand Fondo was a great event. He wanted to correct Ed Skytt's public comment about the City spending \$35,000 as a sponsor; the City spent \$25,000. Councilmember Djernaes said the attendees he spoke to were excited about the changes the City is making and they were looking forward to coming back for Julefest.

Karen Waite: Attended the opening events for Fig Fondo and met people from out of town and they loved having the event in Solvang. Mayor Toussaint and Karen Waite saw more traffic in restaurants and businesses that weekend.

Daniel Johnson: Veteran's service was packed and that next year it could be a bigger event based on the great attendance this year.

Mayor Ryan Toussaint: Would like to have Councilmembers attend the Vandenberg installation happening in November. The Mayor noticed a gaping hole at Veteran's Hall that needs major repair. Would like to see any safety concerns fixed at the Veteran's Hall. Looking to implement more dog-friendly policies. Mayor Toussaint had a meeting about traffic safety on Highway 154 where enforcement and safety options were discussed. One result from the meeting was to have December 16th around 7pm at the Solvang Veteran's Hall be a public workshop including daycare and food options to encourage more attendance. The event could increase awareness and start a discussion on ways to improve safety on Highway 154.

Councilmembers Daniel Johnson and Chris Djernaes and Mayor Toussaint attended a homelessness meeting to discuss solutions for homelessness.

Mayor Toussaint had a leadership meeting with Mayor Holly Sierra, Joan Hartman and Kenneth Kahn as well as both City managers from Buellton and Solvang. They discussed the potential problems with planned power outages. Acting City Manager, Xenia Bradford, mentioned the City applied for a grant today to obtain generators. The Mayor express the need to find public/private partnerships to provide more emergency services, cooling centers, etc. There may be a need to hire a consultant to create that plan for the Valley. Maybe the City could provide a

generator to the Mission if it was an identified area during an extended power outage. Toussaint directs staff to look into these solutions.

Asks staff to look into changes in the Chamber for better presentations and to fix the technological issues that were experienced during the Council meeting such as the lack of a live stream video feed on-and-off throughout the meeting. Acting City Manager Xenia Bradford says funds are available for some upgrades and the Mayor urges staff to make this a priority.

There seems to be a surplus of trucks in the City's fleet and suggests looking into selling older vehicles that aren't being used.

Wanted to thank John Martino for raising private donations for the new tree in Solvang Park. Thank you to everyone who donated. Looking for RFCPs (Request for Creative Proposals) for Solvang Park's revitalization.

Thanks staff for their hard work. Stresses the importance of tourism and the public engagement process to fine tune tourism marketing efforts moving forward.

Councilmember Karen Waite wants to recognize the Santa Ynez Valley Elks for hosting the Veteran's event. The Elks also did the pancake breakfast for the Grand Fondo. She also said she has received a lot of complaints about traffic on Viborg. Waite suggests signs or street painting and Mayor Toussaint reminder her that the Council already approved additional enforcement at a previous meeting.