



Solvang City Council Meeting Recap

PRESENTED BY: Kady Fleckenstein, Public Information Officer

MEETING DATE: December 9, 2019

ROLL CALL

Attendance: Mayor Ryan Toussaint, Mayor Pro Tem Robert Clarke, Councilmembers Chris Djernaes, Karen Waite. The Council voted to excuse Councilmember Daniel Johnson for his absence. **Result:** Passed 4-0.

1. PUBLIC COMMUNICATIONS – WRITTEN OR VERBAL

1. Proclamation to be presented to Mr. John Martino & Major Donors
2. Proclamation to be presented to Aaron Peterson, Max Homberg, David Rasmussen, & Carol Paaske
3. Proclamation to be presented to Cuco Santana, Keith Cote, & Alfredo Trejo
4. Update on Fig Fondo
 - Click link here for full update
 - 700 riders in 2019 plus family and friends
 - 60% stayed 1+ nights, 46% stayed 2+ nights
 - 920 room nights for that weekend; 36% stayed in Solvang
 - Reached 159,881 people on social media, 115,071 email opens, 54,790 Gran Fondo website visits
 - + Celebrity social posts such as Reggie Miller (380k followers)
 - 2019 donation to charity: \$8,000
 - Looking at November 13-15, 2020
5. Julefest Update
 1. Expecting Drone Show to sell out
 2. 282 people have participated in at least a part of the Nisse Adventure
 3. Santa's Village will have live reindeer on the 21st

4. Soft street closures for 6 minutes every half hour during Christmas Market Light Show on Copenhagen from 6:30pm to 8pm
5. Julefest organizers have reached out to business via an outdated Solvang Conference & Visitors Bureau list. Businesses interested in participating in any event can email hi@solvangjulefest.org
6. Julefest was going to be on Copenhagen Drive and has now been moved to Solvang Park to avoid street closures
7. Friday, December 13 is the St. Lucia Day parade (free to participate)
8. Saturday and Sunday, December 14 and 15 is the Wine & Stein Stroll
9. VIP Candlelight Tours are sold out

2. EXECUTIVE, PIO REPORTS & ADVANCE CALENDAR

Acting City Manager Report

- Julefest-Copenhagen Light Shows
 - Reiterated the soft closure of Copenhagen Drive in agreement with IDK and Sheriff's Department
- Cinderella Carriages- proposal to operate during Julefest if contracted by City
 - The City Manager reported to the Council on a potential opportunity under the City Manager discretion to contract with a couple of Cinderella Carriages for the Saint Lucia Parade and potentially the weekend to provide rides in the City. The Council was generally supportive of the festive additions that have occurred to Julefest so far and supportive of additional such opportunities with the understanding that the City Manager would attempt to keep the contract cost neutral to the extent possible.
- Advanced Calendar
 - Setting calendar for 2020
 - City Council meetings will be 2nd and 4th Mondays of each month or a Tuesday if a meeting falls on a holiday
 - December 17, 2019: Special Meeting
 - Marketing & Tourism RFP Scope Policy Direction
 - Sales Data Analytics
 - Communications Update
 - Public Information Officer Contract
 - January 13, 2020
 - Comprehensive Annual Financial Report- Audited Financials and Fund Balances
 - Quarter 2 Financial Report- update on revenue and expenditure trends through December 31, 2019
 - Financial Plan and Schedule and Policy Direction-
 - 1- or 2-year financial plan
 - Cost Center/Program realignment- clarity between dollars invested and anticipated service levels
 - Capital Improvement Program budget aligned with City
 - Capital Improvement Fund establishment

- Financial Plan development schedule & milestones
 - Conceptual approval of proposed budget in May?
 - Grants funding policy on today's agenda
 - Purchasing and budget monitoring policies
 - Unfunded Liabilities CalPERS/OPEB policy discussion and RFP results
- January/February
 - Economic Development Strategy
 - Kosmont- blended use specific site analysis
 - Economic strategy
 - Could lead to community workshops
 - General Plan and Zoning Plan Update
 - In alignment with Economic Strategy
- City Operations
 - Tennis Courts- Guardian proposal pending
 - Solvang Park RFP/Update
 - Sunny Fields Playground remodel
 - South Alisal Road Pavement
 - Parking Lot 5- Drainage Improvement Project Engineering
 - Measure A Safe Routes to School Grant application- Solvang School Sidewalk project on Fifth & Elm

Public Information Officer (PIO) Report:

- Text Notification Platform
 - Contract signed
 - Launch in January 2020
 - Sign up options will be added to website as soon as late December
 - Stay tuned on social media for announcement
- Temporary Communication Policy pending approval
 - Protocols for public inquiries
 - Policy revision will take place after new platforms are enabled
 - Incorporated into long-term communication plan
- Facebook
 - 566 followers, 517 likes (likes up 92%)
 - Post engagements up 86%
 - Post Reach is up 518%
 - Features news articles, City news/reports, events and more
- Resident & Business Workshops Recap
 - Great turnout; will provide recap on 12/17
 - Video link on www.CityofSolvang.com (Communications Department) 150 views on YouTube
- Surveys- Resident, Business, Visitor
 - Responses so far
 - 320+ Residents
 - 140 Visitors

- 41 Businesses
- Printed surveys
 - Corrected printable pdf online @ www.CityofSolvang.com (Communications Department)
 - Promoted via social posts/ads, emails, newsletters & websites
- High quality 60-second video to fulfill the following needs:
 - Video for CityofSolvang.com
 - Video for SolvangUSA.com
 - B-roll for Public Relations efforts/media needs
 - Social media content
 - Can be used towards future marketing effort
 - Bonus: shared with 2.3 Million followers!
 - Filming January 6 & 7, 2020

3. CONSENT AGENDA

- a. Approval of Agenda as Presented
- b. Approval of Warrant Register/Expenditures Report for November 2019
- c. Approval of Draft Minutes of the November 25, Regular Council Meetings
- d. Adopt the proposed City Council meeting schedule for calendar year 2020.
- e. Ordinance No. 0341 Amending the Solvang Municipal Code Title 9, Chapter 2, Article C, “Use of Public Services”. Adopt on Second Reading by title only,
- f. Ordinance No. 0342 Aending the Solvang Municipal Code Title 9, Chapter 3, Article C, “Water Rates and Charges”. Adopt on Second Reading by title only,

Result: A, B, C passed 4-0.

3D. Correction to calendar. 2nd meeting in January would be January 13, not the 20th. Therefore, the January meetings will be on the 13th and 27th. Meetings in February to be February 10th and 24th.

Result: Passed 4-0

3E. Adopt upon second reading Ordinance No. 19-0341, An Ordinance of the City Council of the City of Solvang, California, Amending the Solvang Municipal Code Title 9, Chapter 2, Article C, “Use of Public Sewers.”

The Sewer section of the Municipal Code is revised and updated consistent with best management practices regarding wastes prohibited. Direction to staff to move forward with proposed Code revisions, and come back with further Code revisions as appropriate.

Result: Approved second reading of Sewer Code revisions as written. Passed 4-0

3F. Adopt upon second reading Ordinance No. 19-0342, An Ordinance of the City Council of the City of Solvang, California, Amending the Solvang Municipal Code Title 9, Chapter 3, Article C, “Water Rates and Charges.”

This update to the Water section of the Municipal Code is required to comply with new State law (SB998) going into effect January 1, 2020. This law requires water utilities to provide various assistance to low income customers.

Result: Approved second reading of Water Code revisions as written. Passed 3-1 with Mayor Pro Tem Robert Clarke dissenting.

PUBLIC HEARING(S)

4. BUILDING CODE UPDATE

Introduce for first reading, by title only, Ordinance No. 19-0343, An Ordinance of the City Council of the City of Solvang, California, adopting by reference the Building Code of the State of California.

Result: Passes 4-0

REGULAR BUSINESS AGENDA

5. DISCUSSION REGARDING CREATION OF AN AMNESTY PROGRAM FOR THE CITY OF SOLVANG

Provide direction to staff regarding the initiation of a Community Development Amnesty Program, including waiver of the City's \$500 fine for unpermitted building improvements for the time period from January 1, 2019 through June 30, 2020.

The goal of the Amnesty Program is to make sure that both residences and businesses meet public health and safety standards. The new City Building Official also presented actions he will take to help property owners come into compliance, including for example utilization of historic building code and other customer friendly assistance.

Result: Council directed staff to initiate community development amnesty program as recommended by staff effective January 1, 2020 and to return with additional revisions to the municipal code as necessary as well as working with any organizations, architects, real estate agents, contractors etc. residents or businesses that could help facilitate and workshop the needs of the program. Passed 4-0

6. MUNICIPAL CODE UPDATE

Staff recommends that the City Council 1) direct staff to amend the City Code sections 5-3-1 through 5-3-5, Maintenance of Property, to streamline the City process and to 2) direct staff to proceed with re-codification of the Municipal Code.

Staff will be proposing updates to the Municipal Code to address identified issues. The Municipal Code sections introduced with this item deal with circumstances where property owners have failed to maintain their properties and have allowed creation of nuisances. The current appeal process provides for property owners to screen the problem rather than fully

addressing maintenance. Staff suggested getting rid of that screening process and including an appeal opportunity directly to the City Council.

Staff also reported to Council, that staff will be proceeding with re-codification efforts for the Municipal Code that has not been done since at least 2001.

Result: Direct staff to return with amendments to code 5-3-1 and 5-3-5 with emphasis to make the lights night-sky compliant. Passed 4-0.

7. BAR POLICY DIRECTION

Staff requested direction concerning whether to codify the Board of Architectural Review (BAR) into the Municipal Code or transfer functions of the BAR to staff or the planning commission.

Result: After lengthy discussion, the item was tabled until next regular Council meeting to allow for full Council discussion and additional information from Staff on potential transfer of functions and recommendations concerning specific codification of the BAR and possible membership from outside of the City of Solvang. Council also directed staff to proceed with an RFP for guidelines design. Passed 4-0.

8. GRANTS FUNDING POLICY & PURCHASING AND BUDGET MONITORING POLICY DIRECTION

Provide staff with policy direction to develop financial policies to be incorporated into the next financial plan development for City grant awards, purchasing and budget monitoring.

Result: Table item #8 to the January 13, 2020 meeting. Passed 4-0.

Motion to continue past 9:30pm. **Result:** Passed 4-0.

9. AB1234 REPORT OUT, COUNCIL COMMENTS AND REQUESTS

All four Councilmembers in attendance went to the Solvang Julefest Tree Lighting and the Parade the next day. Mayor Toussaint attended the Christmas Market Light Show and encourages the public to provide feedback for how we can tailor these events for the future.

Councilmember Karen Waite asked the Attorney about whether the City must post the Agenda Packet at the same time as the Agenda. The City Attorney clarified that there is a requirement for regular meetings to post an agenda in 72 hours in advance with a description of the items to be heard at the meeting. The packet is not required to be posted with the Agenda. The Brown Act simply requires that same time the packet material is provided to the Council that same information needs to be made available to the public. For the current meeting the Agenda was properly posted 72 hours in advance. The Agenda Packet was provided to the Council on Sunday and posted to the website and available at same time to public. City Clerk reminded the Council that the Council recently approved City Council Protocols which clarifies this.

Councilmember Chris Djernaes thanks the Agin Brothers for helping the City procure the Christmas trees for businesses in Solvang. He also thanked Esko for donating ornaments to the Solvang Christmas tree and for supplying Santa hats for the parade. He then thanked everybody who contributed to Julefest. Djernaes wants to encourage more businesses to stay open past 5pm so that attendees stay to shop. Mayor Toussaint said he noticed more businesses trying to stay open late.

Mayor Ryan Toussaint said he loved the petting zoo in the park and how family-friendly the events are for Julefest. He loves the barn in the park for Santa and suggested other ways to utilize the Santa Shed for concessions or other purposes. Toussaint says it was great to see Wildan at the meeting. He calls the PIO up to explain that Hallmark was here to film a movie called Christmas in Solvang.