



July 31, 2021

On August 9th, 2021, the City Council will hold second reading of an ordinance establishing **Tourism Advisory Committee (TAC)**. The City of Solvang is a major tourist destination in the State of California. The City Council has determined that tourism to the City of Solvang and the quality of life for the Solvang community would be enhanced through the creation of a unified, dynamic committee to advise the City Council on matters related to tourism and marketing.

The TAC may consist of up to seven members serving two-year terms. Each City Council member appoints one member to the committee and any additional members are selected by majority vote of the Council.

The TAC must represent a cross section of the community as it relates to tourism and represent as many of the following categories as possible: large hotel, small hotel, large retailer, small retailer, shopping center, restaurant, cultural-visual and/or performing arts, real estate, local attraction, or a profession within the marketing community. TAC members must be residents within the boundaries of one of the following zip codes 93463, 93464, 93427, 93460, 93440 (Solvang, Buellton, Santa Ynez, Los Olivos and Los Alamos).

The TAC would serve in an advisory capacity to the City Council and make recommendations on tourism and marketing initiatives and plans, the feasibility and effectiveness of tourism and marketing initiatives and plans, the selection of consultants and their scopes of work, and marketing budget allocations.

The appointment of Committee members is tentatively expected to take place on August 23, 2021. We welcome all qualified applicants to apply as soon as possible with a priority filing deadline of August 15, 2021.

The Committee will meet approximately once per month and is subject to Brown Act that guarantees the public's right to attend and participate in meetings of local legislative bodies.

If you are interested in being considered, please submit the attached application to CityHall@CityofSolvang.com.

Sincerely,

Xenia Bradford
City Manager



APPLICATION FOR CITY OF SOLVANG
COMMISSION, BOARD OR COMMITTEE

Please return to: CityHall@cityofsolvang.com
City Clerk
1644 Oak Street
Solvang, Ca. 93463

1. Applying for (Use specific title)

2. Today's date:

3. Name:

Last

First

Middle

4. Telephone:

Home: _____

Business: _____

Cell: _____

Email: _____

5. Address:

Number

Street

6. Occupation:

City

Zip Code

7. Availability for meetings: (Please check)

Any time _____

Days Only _____

Evenings Only _____

Any combination – Explain _____

8. Additional information: (Give any information explaining your qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests which bear on your application (Attach additional sheets as necessary.)

Signature of Applicant