



**MINUTES OF A REGULAR MEETING OF
THE SOLVANG
TOURISM ADVISORY COMMITTEE**

February 3, 2022
Thursday
3:30 p.m.

1. PRELIMINARY MATTERS

CALL TO ORDER

Vice Chair Hanberg called the meeting to order at 3:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Members: John Martino, Tracy Beard, Kim Jensen, Alexander Grenier, Cheryl Shallanberger, Vice Chair Max Hanberg

Absent None

Staff: Xenia Bradford, City Manager, Annamarie Porter, City Clerk

PLEDGE OF ALLEGIANCE

Vice Chair Hanberg led in the Salute to the Flag.

APPROVAL OF AGENDA, AS PRESENTED

Motion by Committee Member Martino, to approve the agenda, as presented, seconded by Committee Member Grenier, and carried, unanimously, 5-0.

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA - None

2. APPROVAL OF THE MINUTES OF JANUARY 6, 2022

Motion by Committee Member Martino, to approve the minutes of January 6, 2022, as presented, seconded by Vice Chair Hanberg, and carried, unanimously, 5-0.

3. DUE TO RESIGNATION OF BARRY PRESCOTT, CHAIR OF THE COMMITTEE, SELECT A COMMITTEE CHAIR

Committee Member Martino nominated Committee Member Shallanberger as Chair of the Tourism Advisory Committee and Vice Chair Hanberg seconded the nomination.

There were no public comments.

Committee Member Shallanberger accepted the nomination.

Motion by Committee Member Martino, to appoint Committee Member Shallanberger as Chair of the TAC, seconded by Vice Chair Hanberg, and carried, unanimously, 4-2 with Committee Members Beard and Jensen, opposed.

4. RECEIVE MARKETING UPDATE ON CURRENT SCOPE OF WORK FROM THE MARKETING CONSULTANT COGS & MARVEL

Scott Shoemake, Cogs & Marvel, introduced members of his team who provided updates on the current scope of work and shared ideas for various events.

Discussion followed regarding candlelight tours, Solvang Sweetheart Tours and a Lego event, potential dates, having Cogs & Marvel return with a budget proposal,

Motion by Committee Member Beard, to approve a Lego event as proposed by Cogs & Marvel, seconded by Vice Chair Hanberg, and carried, unanimously, by 6-0.

There were no public comments on this item.

5. DISCUSS REVENUE GENERATING OPTIONS (SALES TAX INCREASE, TRANSIENT OCCUPANCY TAX INCREASE, OR FORMATION OF BUSINESS IMPROVEMENT DISTRICT) TO SUPPORT INFRASTRUCTURE AND DOWNTOWN BEAUTIFICATION

City Manager Bradford narrated a PowerPoint presentation with options for generating revenue to support infrastructure and downtown beautification.

Discussion followed regarding increasing sales taxes and TOT, formation of Business Improvement Districts (BIDs), the number of visitors to Solvang on an annual basis, updates for the Wastewater Treatment Plant and funds necessary for downtown beautification.

Chair Shallenberger opened public comments.

Mark Infanti commented on increasing sales taxes and TOT and asked about a timeline to be able to place this matter in an upcoming ballot.

There were no other public comments.

City Manager Bradford addressed the deadlines for placing a general sales tax increase on the November 2022 ballot.

City Attorney Fleishman noted the matter of a TOT increase must be included in the November ballot of even-numbered years.

Discussion followed regarding BIDs, distributing surveys to hotels and the business district to determine interest in forming a BID.

The TAC concurred to recommend that City Council explore a sales tax increase, a TOT increase and formation of a BID.

6. DISCUSS MARKETING SERVICES OPERATING STRUCTURE AND MARKETING SCOPE OF WORK FOR THE BENEFIT OF THE CITY OF SOLVANG AND PREPARE RECOMMENDATIONS FOR CITY COUNCIL CONSIDERATION

City Manager Bradford presented details of the staff report.

Discussion followed regarding Visit Santa Ynez Valley, SCVB and its relationship with the City, the importance of engaging a City representative to function as a liaison, coordinate marketing efforts from the various existing

sources and provide oversight, developing an RFP for accountability, the current status of SCVB and the possibility of reinstating it.

The TAC concurred to recommend that City Council consider bringing back the SCVB.

Chair Shallanberger invited public comments.

Mark Infanti spoke about challenges with reinstating the SCVB and suggested developing an appropriate scope of work for an RFP.

There were no other public comments.

Motion by Committee Member Beard, to develop an RFP within the next 30 day and consider examples of RFPs from surrounding cities (i.e., Pismo Beach) and other agencies. The motion failed for lack of a second.

Discussion followed regarding forming an Ad Hoc Committee to work on an RFP.

Motion by Committee Member Beard, to recommend that City Council explore reinstating the SCVB and form an Ad Hoc Committee of Committee Member Beard and Chair Shallanberger to work on the development of a marketing services RFP, seconded by Committee Member Grenier, and carried, unanimously, by 6-0.

7. COMMITTEE MEMBER COMMENTS - None

8. CITY STAFF COMMENTS

City Manager Bradford thanked the TAC for their input.

9. ADJOURNMENT

The meeting was adjourned at 5:45 p.m.

Respectfully submitted:



Annamarie Porter, City Clerk