



**MINUTES
TOURISM ADVISORY COMMITTEE**

April 7, 2022
Thursday
3:30 p.m.

CALL TO ORDER

Chair Cheryl Shallanberger called the meeting to order at 3:32 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Tracy Beard, Alexander Grenier, Kim Jensen (arrived at 3:35 p.m.) John Martino, Vice Chair
Max Hanberg, Chair Cheryl Shallanberger

Absent: David Brents

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

PLEDGE OF ALLEGIANCE

Vice Chair Hanberg led in the Salute to the Flag.

CONSENT

A. Approve order of Agenda as presented

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

B. Approve Minutes of the March 3, 2022 Regular Meeting.

Committee Member Jensen arrived at 3:35 p.m.

Motion by Committee Member Grenier, to approve the minutes of March 3, 2022, as presented, seconded by Vice Chair Hanberg, and carried, 5-1, with Committee Member Jensen, opposed and Committee Member Brents, absent.

PUBLIC COMMUNICATIONS – NON-AGENDA

There were no public comments.

DISCUSSION

A. Santa Ynez Pride Event – New Event Proposal

Consultant Scott Shuemaker, Cogs and Marvel, introduced representatives of the new Santa Ynez Valley Pride Board, Adriana Reyes and Golzar Meamar who presented details of a new event proposal.

Discussion followed regarding location of the beer garden, food vendors, anticipated number of attendees, encouraging overnight stays, operating hours, security and event marketing.

Chair Shallanberger invited public comments.

Bent Olsen, Business Owner, felt the reopening of Copenhagen to vehicular traffic was a shame and felt it was a huge mistake.

There were no other public comments.

Motion by Vice Chair Hanberg, to approve the Santa Ynez Pride Event, seconded by Committee Member Jensen, and carried, 6-0, with Committee Member Brents, absent.

B. Lego Event Follow-Up

Members of the Committee commented favorably on the event.

Consultant Shuemake discussed marketing and media coverage.

Discussion followed regarding the possibility of holding all of the events in one place in the future and opportunities for visitors to see all of Solvang.

Chair Shallanberger invited public comments.

Bent Olsen reported that when Lego Land was a concept, Solvang was considered as a location and suggested asking them to include a street in Solvang in their Lego displays.

There were no other public comments.

COMMITTEE MEMBER COMMENTS

Committee Member Jensen referenced the City Council's next meeting agenda April 11, 2022, Item No. 4.e and City Manager Bradford explained Council will consider only the action taken by the TRC relative for recommendations for marketing structure over the next fiscal year. Whether it will be returned to the TRC, is at City Council's discretion and she added that it will be made clear the TAC has not made recommendations to City Council relative to the item 4.e for discussion on the upcoming agenda.


CITY STAFF COMMENTS

None

ADJOURNMENT

The meeting was adjourned at 4:04 p.m.

Respectfully submitted:

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Annamarie Porter, City Clerk