



**CITY OF SOLVANG, CALIFORNIA**  
**Tourism and Marketing Advisory Committee**  
**"TMAC"**

411 Second Street, Solvang, CA 93463

PH (805) 688-5575 ext.212

Email: [clibera@cityofsolvang.com](mailto:clibera@cityofsolvang.com)

*Interested parties must submit application either by email or to the Solvang Parks and Recreation office*

**by 5 pm Friday, Septmeber 12, 2025**

Applicant's Name \_\_\_\_\_

Are you a resident within the City of Solvang \_\_\_\_\_ Yes \_\_\_\_\_ No

Residence Address \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Years Lived in Solvang: \_\_\_\_\_

Present Occupation: \_\_\_\_\_ Name of Firm: \_\_\_\_\_

Previous service on any commission/board/council? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, which C/B/C? \_\_\_\_\_ When? \_\_\_\_\_

Are you available to attend evening meetings? \_\_\_\_\_ Yes \_\_\_\_\_ No Earliest Hour? \_\_\_\_\_

Are you able to attend day meetings? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are you able to attend weekend community meetings or events? \_\_\_\_\_ Yes \_\_\_\_\_ No

Do you own a business within the City of Solvang? \_\_\_\_\_ Yes \_\_\_\_\_ No

Name and address of business \_\_\_\_\_

Do you presently contract any services or are you otherwise employed by the City? \_\_\_\_ Yes \_\_\_\_ No

If so, what is the nature of the contract or employment? \_\_\_\_\_

Professional Experience:

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Educational Background:

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Civic Activities & Community Involvement:

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Approximately how many City Council and/or advisory body meetings have you attended in the last 24 months? Please describe the reasons for attendance or topics of Interest?

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Why are you seeking the appointment to the Tourism and Marketing Advisory Committee "TMAC"?

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I hereby certify that the information contained in this application and any accompanying documents is true and correct to the best of my knowledge.

Signature\_\_\_\_\_Date:\_\_\_\_\_

Print Name\_\_\_\_\_

**CITY OF SOLVANG**  
**Tourism and Marketing Advisory Committee "TMAC"**

The City is currently accepting applications to fill new positions on the Tourism and Marketing Advisory Committee "TMAC" which are appointed by, and serve at the pleasure of the City of Solvang. To be eligible to serve on any boards, commissions, or committees, appointees must meet qualifications as they may apply.

Qualifications. Each member of the Tourism and Marketing Advisory Committee "TMAC" shall be a resident of the City of Solvang or a business owner within the City of Solvang.

The purpose of the Tourism and Marketing Advisory Committee "TMAC" is to advise city staff on matters relating to promoting Solvang as a tourist destination and to enhance the quality of life for the Solvang community.

**General duties.**

- A. The Tourism and Marketing Advisory Committee "TMAC" shall serve in an advisory capacity to City staff and shall have no independent authority to expend or direct the expenditure of marketing funds.
- B. The committee may review reports, receive presentations, provide comments, and issue recommendations to City staff.
- C. City staff shall provide administrative and technical support and work collaboratively with the committee.

**Committee membership and administration.**

- A. Membership. The Tourism and Marketing Advisory Committee "TMAC" will strive to be comprised of five (5) members. Ideally, one (1) from each industry that makes up the TRC, hotel, wine, restaurant, retail, and a community member.
- B. Appointment. The City Manager and/or his designee will strive to appoint five (5) members for the Tourism and Marketing Advisory Committee "TMAC."
- C. Term. Committee member terms shall be one (1) year and serve at the pleasure of the City of Solvang. Committee members may reapply during the annual application process at the end of their term.
- D. Vacancies. Vacancies shall be filled by appointment by the City Manager and/or their designee making the original appointment for the unexpired portion of the term.
- E. Removal. A member who is absent for three (3) consecutive meetings shall be removed without further action and the vacancy filled as set forth in subsection D above.
- F. Compensation and Expenses. Members shall serve with no compensation.
- G. Meetings. The inaugural meeting of the committee shall be at a time and place set by City staff. Thereafter, the committee shall meet a minimum of once a month at a time and place deemed appropriate by the committee and City staff. At the discretion of the committee and City staff, meetings may be rescheduled or canceled.