



## Solvang City Council Meeting Recap

**PRESENTED BY:** Kady Fleckenstein, Public Information Officer

**MEETING DATE:** October 14, 2019

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### EXECUTIVE & PIO REPORTS

- City Manager Report
  - **School safety:** The City of Solvang is working with Solvang Elementary School to install gates on the school's back parking lot so that the lot can be close during school hours for the students and staff safety. The gate allows the City to reopen the lot for evening and weekend hours when school is not in session.
  - **Update on Wastewater Treatment Plant:** City staff has issued Requests for Qualifications (RFQ) which will be followed by Request for Proposals (RFP) to move forward with the Waste Water Treatment Plant Engineering and Design. Council directed staff to work with the Santa Ynez Water District to assist the District with forming a proposal to operate the City's Waste Water Treatment Plant. Staff has provided all requested information to the Santa Ynez Water District at this point.
  - **Next meeting on October 28, 2019:** City Manager will present Q1 financial report
  - **City Council Goals:** Beginning in January start looking at next financial plan and Council goals with 1- or 2-year financial plan
- Public Information Officer (PIO) Report
  - **Social Media:** City is now on social media using handle: @CityofSolvang
    - Facebook, Twitter, Instagram, Pinterest
  - **Julefest** planning is underway by IDK Events
    - Merchant Meeting at Hotel Corque planned for October 22
    - Purchasing items as investment
    - Up to 5 new events planned
    - Developing new metrics for measuring success including customer and business satisfaction, visitor retention and traditionally, TOT and sales tax.
  - **Solvang Visitor Center**

- Maps & Visitors Guides
  - 1,160 Visit SYV Visitor Guides handed out in September
  - 3,415 Solvang Maps handed out in September
- 5,162 Visitors to Solvang in September
- PIO is researching Customer Service and Communications solutions as part of an overall Communications Plan

## **TOURISM MARKETING AND COMMUNICATIONS**

Provide direction to staff on how to proceed with marketing replacement solutions for tourism marketing services formerly provided by the Solvang Conference and Visitors Bureau (SCVB).

Background: The deadline for the Solvang Conference & Visitors Bureau to transfer over assets was September 30, 2019. The assets were not transferred over and the remaining SCVB board members (there are no remaining staff members) have not responded to requests for information from City staff and the City Attorney.

Currently SolvangUSA.com is not being maintained, nor has it been updated since late August 2019; some pages have not been updated since months prior. The outdated information on the website led many to question which events were still occurring and which dates were accurate. Due to the delay in transferring assets, City staff requested Council approval to move forward with immediate marketing services including a replacement website, social media pages, e-marketing and Public Relations.

⇒ **Result:** Approved up to \$115, 300 for immediate marketing needs. The remaining items were tabled to be brought back to the Council.

## **SPECIAL CITY AUDITOR REPORT**

Update on Planning and Public Works Department Services; Alternate Service Delivery Methods; and Request for Direction Regarding Implementation of a Vacancy Policy.

⇒ **Result:** Council adopted the Vacancy Policy to be applied to all departments and all employees irrespective of rank.

## **DELTA CONVEYANCE PROJECT – CCWA PRESENTATION**

- The Delta Conveyance Project is a proposed project by the Department of Water Resources to construct a single tunnel under the Sacramento-San Joaquin Delta for the purpose of improving the reliability of the State Water Project delivery system.

⇒ **Result:** Moved to opt out of the Delta Conveyance Project due to cost concerns and its effect on water rates and directed staff to investigate what would be required to no longer participate in acquiring suspended Table A water for potential near-term million-dollar cost savings.

## **SANTA YNEZ VALLEY BICYCLE MASTER PLAN**

Adopt the Solvang portion of the Santa Ynez Valley Bicycle Master Plan as the “Solvang Bicycle Master Plan” including goals, policies, and projects associated with the City of Solvang; and direct staff regarding the Alamo Pintado Creek Trail and any other projects within the Plan as deemed appropriate.

⇒ **Result:**

- 1.) Approved the Santa Ynez Valley Bicycle Master Plan as presented.
- 2.) Directed staff to document the comments received during the Council meeting and forward them to SBCAG.
- 3.) Proceed with the Alamo Pintado Creek Trail cleanup and try to get the County and Santa Barbara Trust for Historic Preservation to share in the cost.
- 4.) Develop a policy for notifying residents about capital projects
- 5.) For staff to participate in the Santa Ynez River Trail Alignment Study and notify Solvang residents of participation opportunities.
  - **Note:** Council members remind public that this is still a work in progress and there will be more public engagement opportunities for feedback and that bike lane routes are not set in stone.

## **NON-REPRESENTED EMPLOYEES RESOLUTION**

⇒ **Result:** Council approved amending the salary for the Public Works Director and Acting City Manager who currently is also filling the role of Administrative Services Director. The increased pay approved for the Acting City Manager, Xenia Bradford, will be retroactive to September 9, 2019. There was a 10% increase to the Public Works Director salary beginning October 14, 2019.

## **APPEAL OF FRISTADEN WELLNESS FROM REJECTION OF APPLICATION FOR MEDICAL CANNABIS DISPENSARY PERMIT**

Consider the appeal of Fristaden Wellness, challenging the rejection of its application for a medical cannabis dispensary permit for failure to include the requisite landowner authorization; and uphold the rejection of the application as deficient under the existing ordinance regulating cannabis in the City.

⇒ **Result:** This appeal was denied on the grounds that the Council needed to operate and make a decision based on the current ordinance in place. Councilmembers expressed interest in revising the Cannabis Ordinance in the future.

## **APPEAL OF MOUNTAIN VIEW ELEMENTAL WELLNESS OF CITY MANAGER’S CANNABIS PERMIT APPLICATION DEFICIENCY DETERMINATION**

Consider the appeal of Mountain View Elemental Wellness challenging the City Manager’s determination that its application for a medical cannabis dispensary permit was deficient and would not be considered; and uphold the City Manager’s deficiency determination.

⇒ **Result:** After a lengthy hearing, the City Council denied this appeal.

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