



Solvang City Council Meeting Recap

PRESENTED BY: Kady Fleckenstein, Public Information Officer

MEETING DATE: November 25, 2019

Attendance: Mayor Ryan Toussaint, Mayor Pro Tem Robert Clarke, Councilmembers Chris Djernaes, Karen Waite, Daniel Johnson

Link to Meeting Video: <https://www.youtube.com/watch?v=EK8TAowPucY>

Please note: due to technical issues with Comcast, this meeting was not aired on Channel 23.

Reorder of the agenda to allow for PIO verbal report which includes a report from the Solvang Fall fest organizers and Julefest organizers to be presented prior to public comment in case it answers questions or concerns that were to be raised during public comment: Passed 5-0.

1. PUBLIC COMMUNICATIONS – WRITTEN OR VERBAL

a. PIO Verbal Report: [Click here to view presentation](#)

Public Information Officer, Kady Fleckenstein, reported on the following:

- Efforts to improve internal and external communication including new platforms that allow the City to send news, events and emergency notifications via a text notification platform; a new 311/Custom Relationship Manager that provides information to residents and allows them to inform the City about a variety of subjects as well as providing a ticketing system for better customer service and staff management; updates to the current City website including a new [Department of Communications](#) page and updated event calendar.
- Social media followers are up on the City's social pages and planned advertising will start this week in order to promote the tourism workshops and surveys.
- New Marketing Contractor: Marisa Yott
 - Updated SolvangUSA.com
 - Events calendar up-to-date
 - Submit your events!
 - Added Crowdriff album to homepage
 - 3.3k interactions in last 7 days
 - Call-to-actions for extra business promotions

- Business Information Form
 - Sent to 150 businesses so far
 - Business Contact List & Directory
- Social Media Postings
- Visitor Liaison
- Public relations report- Dec. 9
- Resident & Business [Workshops](#)
 - December 4 at City Hall
 - Resident workshop: 6:30 PM
 - Rebranding workshop: 7:30 PM
 - Business workshop: 8:30 PM
- Surveys- Resident, Business, Visitor
 - Online distribution starts today
 - Printed surveys in this month's water bill
 - Residents are encouraged to submit their surveys online as data is automatically compiled online. Printed copies can be delivered to City Hall.
 - Promoted via social posts, emails & websites
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- b. Lt. Eddie Clarification from Lt. Eddie Hsueh, Santa Barbara Sheriff's Office on incident unrelated to Solvang Fall Fest where someone punched and broke a local business window. That person was not at Fall Fest and was drinking at a local bar.
- c. Fallfest Event Update Presentation by Andres Nuño:
 - a. Large turnout: 15,000+ attendees
 - b. No cost for local businesses to participate with a booth
 - c. Fun for the Whole Family
 - d. \$25,000 of \$50,000 seed money from the City of Solvang will be returned, as promised!
 - e. Feedback compiled by PIO results were as follows:
 - 71 Positive: 15 vendors, 8 businesses, 19 residents, 29 unspecified/SYV
 - 7 Negative: 5 businesses, 2 residents
 - 3 Mixed: 2 Businesses, 1 resident
 - f. **Local Businesses:**
 - Cecco's was quoted as saying, "We did three times as much business on Saturday as we normally do and twice again as much on Sunday."
 - Carivintas was quoted as saying, "... our sales were up 41% over last year, same weekend."
 - Pacific Northwest Trading Co. said, "This was one of my better weekends outside of the the Christmas season."
 - g. **Fall Fest Vendor:**
 - "I have visited Solvang countless times in my life but never spent a lot of time in the City because we live so close. Because we spent the night, we had a chance to experience Solvang in a completely different way. We put money in your local business economy by staying the night, we patronized 3 of your restaurants, bought supplies at the hardware store, snacks at the liquor store and gas at the gas station." PacWest Blooms
 - h. **Non-Profit Donation:**

- \$2,000 to Solvang Arts and Music Foundation plus \$1,000 raised at their booth!
 - SAM helped us judge the Battle of the Teenage Bands, kicked off the Solvang Fall Fest with their Solvang School of Rock Band, and had a premium location on site raising additional funds.
- i. **Carnival:**
- The Carnival far exceeded their expectations and said this first time did better than some of the events they have been doing for 5+ years!
 - Friday at 4 p.m. until the last ride on Sunday at 9 p.m.
 - 15 rides
- j. **Entertainment**
- 25+ bands on 2 stages with a variety of genres
 - Battle of the Teenage Bands
 - 7 bands and solo artists competed for \$500
 - \$200 to 2nd place
 - The Santa Ynez Valley Star sponsored \$100 for third place
- k. **Keeping it Clean**
- By 6 a.m. on Monday morning everything was gone (carnival rides / games, booths, fencing, restrooms, etc.)
 - Road closure was lifted on Saturday night on 1st Street prior to 11 p.m.
 - 7 hours early of our Sunday @ 6am goal
 - Removed 2.8 tons of trash into our trash bin
 - No trash behind. Monday morning trash sweep to ensure we didn't miss anything
- l. Andres said "Thank you for allowing us to have the Solvang Fall Festival this year, we look forward to this being an annual event for years and years to come. The City Council and Mayor have proven to have a great vision, and we are proud to be able to be a part of achieving that with them."
- d. Julefest Update by Scott Shumake, IDK Events:
- a. Julefest Prep
- Construction/Execution phase has begun. Santa's Lade has been constructed in the park. Feel free to take a look!
 - The new tree will be decorated over the next two days.
 - Copenhagen Light Show installation begins tomorrow. Expect to see pretty lights being tested all week.
 - The Park will begin its holiday transformation immediately after thanksgiving.
- b. Santa's Village (every Saturday in December)
- 2 New Perks for Santa's Lade:
 1. Free Giftwrapping with proof of purchase from any Solvang Merch and
 2. Free Dog nail Care compliments of Bees Mobile Pet salon each Saturday during Julefest.

- Reminder to come out this Saturday to meet Santa for the first time this season and take advantage of REAL SNOW and a petting zoo.
- c. New event: Julefeast
 - Introducing JuleFEAST! December 12, 6-9pm
 - Enjoy a Danish feast with friends and family along Copenhagen
 - Check out facebook or solvangjulefest.org for more info.
 - 21+
 - \$150/ticket includes wine
 - Tickets on sale now!
 - Food from Ramen Kotori, First & Oak and Root 246
- d. Julefest Skål Wine & Stein Stroll
 - Ticket Sales are strong for Wine & Stein
 - Wine Glasses & Steins arriving soon!
- e. New Event: Julefest Drone Show “Aurora Dronealis”
 - Ticket Sales are strong for Drone Show
 - CBS Morning Show With Gayle King will be doing a piece on Solvang Julefest Aurora Dronealis
- f. Press for Julefest is great
 - 4 big pieces of coverage in LA Times, SYV News, NBC SoCal & Thrillist lead to 53.3 million online readers, 74.2k views, 2.8k social share
 - Additional Coverage as of 11/24/19:
 1. Lompoc Record / SYV News /Santa Maria Times
 2. Santa Ynez Valley Star
 3. Noozhawk
 4. Santa Barbara News-Press
 5. Los Angeles Times
 6. NBC Southern California
 7. Thrillist
 - Upcoming:
 1. Santa Barbara Independent
 2. Santa Maria SUN
 3. Los Angeles Times (2nd mention)
 4. BringFido.com (dog travel site)
 5. 805 Living Magazine
 6. Santa Barbara Magazine
 7. KEYT / KKFX / KCOY (Santa Barbara)
 8. in-studio TV news Morning Show segment feat. Mayor, Dec 20
 9. Santa Ynez Valley Star (more coverage)
 10. SYV News, etc. (more coverage)
 11. CBS Morning Show with Gayle King

2. PUBLIC COMMENTS (to hear public comments please watch the video via the link above)

3. CITY MANAGER REPORT & ADVANCE CALENDAR

a. **City Manager:**

- Christmas Trees: Solvang businesses are encouraged to put trees on sidewalk during the month of December as long as they don't block entrances.
- Tree lights are being replaced (only 5 trees left and they will be lit up before Julefest kickoff). Some trees are activated by the businesses to set up timers and turn on switches.
- The old tree from Solvang Park is now up by Veterans Hall and will be lit up as soon as this weekend as well.
- Julefest permitting is almost done
- Update on traffic enforcement at Viborg
 - A crashing into a fence, 2nd accident in same spot. Research and proposal to install an additional stop sign at that intersection. See Consent Agenda item e.
 - Sheriff's issued 17 citations on first day during morning and evening commute hours
- Emergency Preparedness and PG&E shut offs: City staff are working with the County and developing solutions
- City is updating several internal policies including vehicle policy for City staff and operations
- Selected Spotlight LLC to begin work for organizational assessment this week. This will come back to Council at end of January/early February
- Updating internal policies on vehicle use and replacement
- Executing a temporary Planning on-call contract while developing a broader scope RFP for General Plan update, zoning update and economic development.
- Turkey Trot is on November 29 (Friday). It is a 5k run or walk. Proceeds help support the local Salvation Army chapter. 50% of participants are from out of town.
- Solvang Park—City staff are developing an RFP to invite creative proposals for sprucing up Solvang Park. Parameters for use of park and required elements of RFP and allow some creativity for people to propose different scales of pricing for what they could produce for us for Solvang Park.
- Update on Alamo Pintado Creek Clean up and looking for additional funding from Santa Barbara County. Now there is public access and the public can use the creek trail. (Note: see before and after photos on Facebook @CityofSolvang)
- City has contracted with an organizational management consultant to evaluate the City's organizational structure
- Emergency preparedness and PG&E shutoff planning is in the works. City staff are working with Santa Barbara County on preparedness solutions.
- Executing Planning on-call temporary services contract while developing a broader spectrum RFP for General Plan update, Zoning update, Planning on-call services and Economic Development
- **Advance Calendar Items (Dec & Jan):**
 - December 4:
 1. Public workshops for Tourism at City Hall starting at 6:30pm
 - December 9:
 - 2nd reading of water and sewer code updates

1. Building code update
 2. Bring forth a proposal working with building official for Amnesty Program for building code without penalties
 3. Municipal Code Update & BAR policy direction
 4. Waste Water Treatment Plant Update
 5. Communications Plan and PIO Update
- December 17- special City Council meeting on tourism (see below)
 - December 23:
 1. City Council voted to cancel the December 23rd City Council meeting and have a special meeting on Monday, Dec 16 @ 6:30pm. Passed 3-2 with Councilmembers Djernaes and Councilmember Daniel Johnson dissenting. Later the Mayor realized the 16th conflicts with the special meeting at the Veteran's Hall about traffic safety so it went back to vote and passed 3-0 with Djernaes being absent and Councilmember Johnson dissenting. The special meeting will now be on Tuesday, December 17 (time TBD).
 - January 13:
 1. CAFR & Q2 Financial Update
 2. Update on the Solvang Conference & Visitors Bureau audit
 3. Financial Plan schedule and policy direction
 4. Grants funding, purchasing and budget monitoring policies
 5. Unfunded Liabilities CalPERS/OPEB RFP results
 6. Special Events Permitting Policy
 7. General Plan & Zoning Update RFP Policy Direction

Reorder agenda to move consultant items before the Consent agenda: Motion carries 5-0

REGULAR BUSINESS AGENDA

6. PAVEMENT MANAGEMENT SYSTEM PRESENTATION

1. Receive and file Pavement Management System 2019 Update Report.
2. Set a City-wide pavement condition goal of maintaining and average annual PCI score between 65 and 72.

Staff recommended that the City Council set a goal for the staff to maintain the condition of our roads with an average annual Pavement Condition Index (PCI) score between 65 and 72. The City Council was not approving a budgetary amount but over the past several years the City has spent, on average, \$400,000 per year on pavement maintenance and staff is recommending to increase that to approximately \$1 million per year on average.

Result: City Council approved staff recommendation. Passed 5-0.

Motion to continue the meeting after 9:30pm. Passes 5-0.

7. ECONOMIC DEVELOPMENT AND CONFERENCE CENTER POLICY

DIRECTION

Review and discuss the Proposal for Economic Development Advisory Services with Kosmont Companies and provide staff with policy direction to proceed with the economic development advisory services or provide alternate direction.

Ken Hira from Kosmont Companies, a real estate and economics advisory firm specializing in public-private transactions for over 33 years gave a presentation and explained the scope of their work. If hired, Kosmont would focus on a hotel/blended use opportunity site at and around 1783 Mission Drive, prepare demographic/economic profile of the City, evaluate market demand for retail, hospitality, residential and a mix/blend of uses on the Site, conduct strengths, weaknesses, opportunities, and threats (SWOT) analysis for the site and provide a city-wide economic development overview as Phase Two.

In alignment with this initial analysis of economic development opportunities, staff will proceed to address other key elements for sustainable economic development, fiscal health and vision for the City of Solvang including General Plan and zoning updates.

Result: Passes 5-0 to approve staff's economic development program including contracting with Kosmont.

2. CONSENT AGENDA

- a. Approval of Agenda as Presented
- b. Approval of Draft Minutes of the Special Meeting of September 9, 2019, Regular Meeting of September 9, 2019, Special Meeting of November 12, 2019, and Regular Meeting of November 12, 2019
- c. Amendment of contract with Creative Visual Solutions to Operate the Visitor Center
- d. Stormwater Management Program (SWMP) Annual Report FY 2018-2019 – This is a routine annual stormwater report for the community's information, and for City Council to receive and file.
- e. Direction Regarding Possible Stop Signs at Viborg and Skagen – This item was pulled from the Consent Agenda. Staff made a brief presentation, and the City Council directed the Acting City Manager to continue enforcement on Viborg and not install a stop sign at this time.
- f. Receive and file Sheriff's Department Update for October 2019

Councilmember Chris Djernaes wanted to pull item "B" because he wants to go on record and have the minutes reflect his thanking of the staff and council to eliminate nepotism (e.g. four married couples serving on City Boards) and he would like to see this strengthened as a form of policy.

Item e required direction by Council and was voted on as follows:

Result: The Council voted to have staff make calming measures and work with law enforcement and then come back to the Council to see about a stop sign if it's still needed. Passed 5-0.

Result: Consent Agenda Passed 5-0.

PUBLIC HEARING(S)

4. SEWER CODE UPDATE

Introduce for first reading, by title only, Ordinance No. 19-0341, An Ordinance of the City Council of the City of Solvang, California, Amending the Solvang Municipal Code Title 9, Chapter 2, Article C "Use of Public Sewers."

Ordinance No. 19-0341 updates the Municipal Code and brings the City's grease interceptor regulations up to current industry standards. In addition, City staff recommended an update to the Sewer Code because the Code has not been updated in a long time and new chemicals and waste are now present in the sewer flow that need to be addressed.

Result: City Council voted to adopt the sewer code update. Passed 5-0.

5. WATER CODE UPDATE

Introduce for first reading, by title only, Ordinance No. 19-0342, An Ordinance of the City Council of the City of Solvang, California, Amending the Solvang Municipal Code Title 9, Chapter 3, Article C, "Water Rates and Charges."

This update to the Municipal Code is required to comply with new State law (SB998) going into effect January 1, 2020. This law requires water utilities to provide various assistance to low income customers.

Result: Passed 4-1 with Clarke dissenting.

REGULAR BUSINESS AGENDA

8. PUBLIC PARKING POLICY DIRECTION

Review and discuss the scope of parking study and provide Staff with any policy direction regarding public parking in Solvang.

The City Council is seeking to increasing tourism to Solvang. Lack of public parking has been an ongoing concern, and the City has not evaluated public parking since the General Plan Parking Element was developed over 10 years ago. This public parking study and

policy direction align with the overall economic development and General Plan update item.

9. GRANTS FUNDING POLICY & PURCHASING AND BUDGET MONITORING POLICY DIRECTION

Provide staff with policy direction to develop financial policies to be incorporated into the next financial plan development for City grant awards, purchasing and budget monitoring.

Result: Mayor Toussaint moves to table #9 to next regular meeting. Councilmember Waite seconds. Passed 5-0.

10. SELECT ALTERNATE REPRESENTATIVE TO SERVE ON THE SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS

Consider an alternate appointment to the Santa Barbara County Association of Governments.

Mayor Touissant is the representative for SBCAG. Councilmember Waite recently resigned as an alternate. This item is to select an alternate SBCAG representative.

Result: Move to appoint Councilmember Johnson as alternate. Passes 5-0.

11. AB1234 REPORT OUT, COUNCIL COMMENTS AND REQUESTS

Events Councilmembers recently attended:

- Solvang Fall Fest: Mayor Toussaint, Councilmembers Waite, Johnson and Djernaes
- EconAlliance dinner on Thursday, November 21 at Hotel Corque: all five Councilmembers attended

Daniel Johnson: Johnson said he didn't agree with Ed Skytt's comment complaining about people from Lompoc and Santa Maria and that the Council does not agree with his comment.