



MINUTES
TOURISM ADVISORY COMMITTEE
SPECIAL MEETING

May 26, 2022
Thursday
3:30 p.m.

CALL TO ORDER

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

ROLL CALL

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

Absent: None

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

PLEDGE OF ALLEGIANCE

City Manager Bradford led in the Salute to the Flag.

1. Receive and discuss ten proposals received in response to City issued RFP for Marketing Management Services.

City Manager Bradford introduced the item; discussed approval of the Marketing Coordinator position by City Council and addressed the RFP for Marketing Management Services and responses.

Committee Member Beard introduced Ms. Wilson who indicated interest in providing public comment.

City Manager Bradford noted public comment is only for agenda items at this time and stated she will talk to Ms. Wilson, after the meeting. Additionally, she recommended that the TAC consider the proposals, choose those they would like to move forward in the process and ask them to present at the next regular meeting of the TAC.

It was noted that no responses were received from agencies in Southern California, no focus on mid-week events or Southern California, the need to understand the California market, focusing on promotion rather than events, marketing worldwide, the possibility of attending hospitality industry shows/conferences, social media marketing, the importance of good references, choosing a well-rounded agency, Visit California and individual agency budgets.

The TRC reviewed each individual response and listed the pros and cons of each. Submitters were: The Abbi Agency, Charrette Agency, Core Development, Creative Digital Agency, Destination Advantage, Eddy Alexander, School of Thought, Sinclair Broadcast Group, TJA Advertising, Verdin, and We Us them.

Discussion followed regarding marketing to local residents and considering clients and staff.

The TRC suggested inviting the following agencies to present to and interview with the TRC at its next meeting on June 2, 2022: TJA Advertising, Abbi Agency, Verdin and Charrette Agency.

COMMITTEE MEMBER COMMENTS

Committee Member Beard reported visiting Visit Santa Barbara and Visit California; reported distributing their presentations to the TRC and others and talked about the City having an opportunity to include information on Solvang events on the Visit California website. She added that the Tournament of Roses Royal Court will visit Solvang October 14-16, 2022.

CITY STAFF COMMENTS

City Manager Bradford addressed items on the TRC's next agenda and hiring a Marketing Events Manager.

ADJOURNMENT

The meeting was adjourned at 4:46 p.m. to a special meeting of the TAC on June 2, 2022, at 3:30 p.m.

Respectfully submitted:

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Annamarie Porter, City Clerk