



**MINUTES
SOLVANG TOURISM ADVISORY COMMITTEE
ADJOURNED SPECIAL & REGULAR MEETINGS**

June 2, 2022
Thursday
3:30 p.m.

3:30 PM – ADJOURNED SPECIAL MEETING

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: Committee Members: Tracy Beard, David Brents, Kim Jensen, John Martino, Vice Chair Max Hanberg, Chair Cheryl Shallanberger

Absent: Committee Members: Alexander Grenier

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

PLEDGE OF ALLEGIANCE

Vice Chair Hanberg led in the Salute to the Flag.

1. DISCUSSION

- a. Continued discussion and interviews of 4 proposals received in response to the City issued RFP for Marketing Management Services and make a recommendation to City Council to award the contract to the preferred consultant.

The following agencies provided details of their proposals in response to the City issued RFP for Marketing Management Services and responded to questions from the TRC.

John Sorgenfrei, TJA Advertising (via Zoom), introduced the team and narrated a PowerPoint presentation with details of their proposal.

Discussion followed regarding the proposed dashboard, availability of real time data, PR crisis management and strategies to improve mid-week and off-season tourist traffic.

Angela Rudolph, The Abbi Agency (via Zoom), introduced the team and narrated a PowerPoint presentation with details of their proposal.

Discussion followed regarding addressing and growing mid-week business, harnessing groups and corporate meetings, partnering with Visit Santa Ynez Valley, untapped opportunities for Solvang, integration strategies, increasing lengths of stay and the reporting process.

Mary Verdin, President, Verdin (via Zoom), introduced the team and narrated a PowerPoint presentation with details of their proposal.

Discussion followed regarding a potential conflict with Visit Santa Ynez Valley, untapped opportunities in Solvang, increasing lengths of stay, partnership opportunities, bringing value, dashboards for reporting to the City and mid-week challenges.

RECESS/RECONVENE

Chair Shallanberger called for a recess at 4:37 p.m. The meeting reconvened at 4:42 p.m. with all members, present except Committee Member Grenier.

Amanda Carter, Charrette Agency, introduced the team and provided details of their proposal in response to the City issued RFP for Marketing Management Services and responded to questions from the TRC.

Discussion followed regarding strategy for addressing mid-week challenges and the process for reporting to the City.

Discussion followed regarding the pros and cons of each respondent, attracting new markets, Charrette Agency's effort to appear in person and TJA Advertising's experience in the Central Coast and portal.

Chair Shallanberger invited public comments.

Brenda Ball discussed her experience in Marketing in the City; asked that the City consider investing in digital marketing versus print marketing; suggested including the Visitor Center as a main point in a crisis and spoke about the importance of the Visitor Center being the central point of information.

Vashti Wilson discussed her experience in Marketing and PR and discussed deciding on a Marketing firm that took the time to research and address the spirit of Solvang, hold true to that and be able to interpret metrics.

There were no other public comments.

Each Committee Member listed their preference for a Marketing Management Services firm.

Motion by Committee Member Hanberg, to recommend that City Council award the Marketing Management Services contract to Abbi Agency, seconded by Committee Member Jensen, and carried, 5-1, with Committee Member Beard, opposed and Committee Member Grenier, absent.

COMMITTEE MEMBER COMMENTS - None

CITY STAFF COMMENTS - None

ADJOURNMENT

The meeting was adjourned at 6:02 p.m.

REGULAR MEETING

1. CALL TO ORDER

Chair Cheryl Shallanberger called the meeting to order at 6:03 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Tracy Beard, David Brents, Kim Jensen, John Martino, Vice Chair Max Hanberg, Chair Cheryl Shallanberger

Absent: Committee Member: Alexander Grenier

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

PLEDGE OF ALLEGIANCE

City Manager Bradford led in the Salute to the Flag.

2. CONSENT

- a. Approve order of Agenda as presented
- b. Approve Minutes of the April 7, 2022 Regular Meeting.

Motion by Committee Member Hanberg, to approve the Consent Agenda, as presented, seconded by Committee Member Beard, and carried, 6-0, with Committee Member Grenier, absent.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION

a. Santa Barbara County Veterans Foundation Parade – New Event Proposal

City Manager Bradford introduced the item and deferred to Henry Schulte, Santa Barbara County Veterans Foundation for a presentation.

Mr. Schulte discussed the proposed First Annual Salute to Veterans in Solvang and addressed a parade, entertainment, local vendors and participation by non-profits.

Chair Shallanberger invited public comments.

Vashti Wilson expressed concerns regarding participation of The Pinup Girls, especially as it relates to a veteran’s event.

There were no other public comments.

Motion by Committee Member Hanberg, to approve the special event application for the Annual Salute to Veterans in Solvang, as presented, seconded by Committee Member Martino, and carried, 6-0, with Committee Member Grenier, absent.

b. Annual Juneteenth SYV Event Application Review

City Manager Bradford introduced the item and deferred to Vashti Wilson for a presentation.

Ms. Wilson introduced her daughter, Madison; discussed the special event application for the Annual Juneteenth SYV event and spoke about Maddie’s Treasure Box, which sponsors the event as well as future plans for a children’s playground.

There were no public comments on this item.

No action was taken on this item.

c. Discussion of 2 proposals received in response to City issued RFP for Visitors' Center Management and make recommendation to City Council to award the contract to the preferred consultant.

City Manager Bradford presented a report and noted two proposals were received in response to the City issued RFP for Visitors' Center Management.

Brenda Ball, Central Coast Marketing, LLC, presented details of their proposal; discussed her previous experience serving Solvang's Visitor Center; noted the importance of sharing stories and keeping up to date in terms of events and activities occurring in the City; spoke about development of a dining guide and moving the Visitor Center into the digital age.

Discussion followed regarding the proposed hours of operation for the Visitor Center, the reporting process, and potential revenue streams.

Susan Lee (LLC under review Solvang Hygge Huset, LLC), presented details of their proposal; spoke the use of personal smart phones to obtain information; talked about integrating modern and old-world charm; discussed the current operation at the Visitor Center and offered to respond to questions from the TRC.

Discussion followed regarding proposed hours of operation and the number of regular and manager staffing shifts.

There were no public comments on this item.

Discussion continued regarding consideration of the budget, having a Danish family operating the Visitor Center, and the quality of both proposals.

Motion by Committee Member Brents, to recommend that City Council award the Visitor Center Management contract to Susan Lee (LLC under review Solvang Hygge Huset, LLC), seconded by Chair Shallenberger, and carried, 5-1, with Committee Member Beard, opposed and Committee Member Grenier, absent.

COMMITTEE MEMBER COMMENTS

Committee Member Beard commented on the importance of having the contractor complete the legal establishment of the business.


Discussion followed regarding the hiring process for the Marketing Manager position.

CITY STAFF COMMENTS - None

ADJOURNMENT

The meeting was adjourned at 7:09 p.m.

Respectfully submitted:

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Annamarie Porter, City Clerk