



**MINUTES
TOURISM ADVISORY COMMITTEE
REGULAR MEETING**

July 7, 2022
Thursday
3:30 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

Vice Chair Max Hanberg called the meeting to order at 3:35 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Members: Tracy Beard (via Zoom), David Brents, Alexander Grenier (via Zoom), Kim Jensen, John Martino, Vice Chair Max Hanberg, Chair Cheryl Shallenberger (via Zoom)

Absent: None

Staff: Xenia Bradford, City Manager (via Zoom), Annamarie Porter, City Clerk

PLEDGE OF ALLEGIANCE

Vice Chair Hanberg led in the Salute to the Flag.

2. CONSENT

- a. Approve order of Agenda as presented
- a. Approve Minutes of the May 26, 2022 Special Meeting and June 2, 2022 Adjourned Special & Regular Meetings

Motion by Committee Member Brents, to approve the Consent Agenda, as presented, seconded by Committee Member Jensen, and carried, 7-0.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION

- a. Receive presentation from The Abbi Agency, the City’s new Marketing Management Consultant, and provide with general policy direction.

Connie Anderson, The Abbi Agency, introduced the team; narrated a PowerPoint presentation with details of their 90-day plan; discussed search-engine marketing and initial launch of the plan; addressed launch parties, the interactive reporting dashboard and ongoing partnerships and talked about other key priorities including a brand refresh.

Discussion followed regarding hotel bookings, the possibility of creating a booking engine on the City’s website, status of the Solvang Grape Stomp and the possibility of its return, Web 3 and Metaverse,

opportunities to engage local business partners, increasing mid-week, off-season stays and website traffic.

Consultant Anderson continued with her presentation and addressed trends in tourism and potential target audiences.

Discussion followed regarding partnering with various airlines, gains in tourism resulting from the closures of Disneyland and other parks during COVID and creative ways to encourage repeat visits.

Thaison Kawal, The Abbi Agency, discussed expansion of the City's creative campaign.

Consultant Anderson addressed next steps and development of a survey and a community questionnaire.

Discussion followed regarding working closely with the Chamber of Commerce and Visit Santa Ynez Valley, creating/expanding experiences and focusing on Solvang.

COMMITTEE MEMBER COMMENTS

Committee Member Martino referenced the community survey and suggested working collaboratively with the Solvang Visitor Center.

Committee Member Beard referenced a City Council meeting where the budget was discussed; noted the budget for the Visitor Center was \$150,000 and the Marketing budget was \$600,000 and asked for confirmation of what was approved.


City Manager Bradford reported \$550,000 was approved for both (Visitor Center and Marketing) items; discussed the budget for Julefest as well as additional events and commented on existing videos.

CITY STAFF COMMENTS – None

ADJOURNMENT

The meeting was adjourned at 5:20 p.m.

Respectfully submitted:

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Annamarie Porter, City Clerk