



Tourism Bureau Meeting Minutes
Spiegel tent @ Wolf Creek Brewery
October 9, 2018, 12:00 p.m.

ATTENDEES

Peter Goosens (The Belgians are Coming); Barbara Meyer, Sue Hayward (Reyes Winery); Sara Lunkusky (Wolf Creek); Josh Carsman (Fillmore and Western Railway); Maria Christopher (Heritage Valley); Trevor Tauber (Courtyard by Marriott); Scott Pagter (Pagter Bros. Winery); Cheryl Anderson (Dining Guide); Debbie Dugger, Ginger Hoolahan (Six Flags Magic Mountain); Margi Bertram (Hart Museum); Cassandra Finch, Rashel Zayayou (Embassy Suites); Courtney Bourdas Henn (Mountasia); Juan Muralles, Pete Bringas, Steven Taylor (LA Sheriff – Crime Impact Team); Ben Law (Brewery Draconum); Jo Anne Hilario (Holiday Inn); Breyana Rader, Mariella Masuda (Hyatt Regency); Annette Guzman (La Quinta); Marilyn Sourgose, Evan Thomason, James Kong, Stephanie Givans, Kelli Lajer, Brittany Coldiron (City Of Santa Clarita)

WELCOME

- Peter Goosens welcomed everyone to the Cristal Palace Spiegel tent and explained the history of the spiegel tent. There are only 29 left in the world, with this being the only one in the United States. Oktoberfest will be held on October 19 and 20. Cost is \$27.50 now, and will be \$45 at the door, unless we sell out before then.

TOURISM OFFICE UPDATES

- **Advertising Campaign** - Our 2018-2019 advertising campaign started on October 1. Ad creative samples are in the packet. Targeting drive market leisure traveler (those within 400 mile radius). When ads are clicked, people are directed to the Visit Santa Clarita plan page, where they can find a hotel or suggested itineraries – things that will help them plan a trip to our area. This year, we'll be doing another trip sweepstakes on Facebook. Last year, our likes/followers on FB increased by over 2,100 which is good exposure for us. Once the campaign is over, we'll share the results with you.
- **Visitor Guide** – In the next month and a half we'll be focusing on updating the descriptions for our 2019 Visitor Guide. Before you leave today, please review your listing and let me know if you want to update it.
- **Helms Briscoe** – We have a partnership with Helms Briscoe, which gives us access to over 1,400 meeting planners, that will be ending in February. I had a conference call with our sales rep to get some ideas of the best ways to engage with their associates/meeting planners.
 - "Partner Buzz" articles - directly emailed to all of their associates. two opportunities to do this (due 10/31 and 12/31- sample included). 200 words or less. One of her suggestions = Top 10 Reasons to Visit Santa Clarita...quick 30-second brainstorm:
 - Hiking and biking trails
 - Newly renovated Hyatt
 - Proximity to the airport
 - Rates are attractive
 - Old Town Newhall, Town Center, Trolley in the Summer
 - Six Flags Magic Mountain
 - If anyone has a suggestion for the second article...let me know.
 - FAM Tour. We have access to a list of all associates – maybe we do a select invite just to the planners located in CA or SoCal. Hyatt is willing to host a reception and if other hotels want to do something we can drive to and stop at your locations as well. Other places around town – SFMM, WVTC, OTN, wine rooms/breweries/restaurants. So many

possibilities! If anyone has experience with coordinating FAM tours or is interested in working together to plan something, please let me know.

- We can host our own informational webinar – 30 minutes...overview of SC.
- **2018 Special Events List**
 - Next week final Senses of the year: October 18 = Monster Mash
 - Oktoberfest in the Spiegeltent @ Wolf Creek Brewery – October 19 & 20
 - Santa Clarita Marathon – November 3 & 4
 - Underwater hockey tournament at the Aquatic Center – November
 - Have been talking to Amgen Tour of Ca. News should be coming soon. Thank you for providing your numbers for that.
- **Crime Impact Team – Deputy Juan Muralles**

Deputy Juan Muralles with the Los Angeles County Sheriff's Crime Impact Team explained their role and the importance of hotels contacting them early and often regarding crime on their properties. Dep. Muralles noted the importance of answering incident reports quickly as well as keeping an open line of communication and cooperation between the team and hotels.

Mariella Masuda from the Hyatt also noted that if you don't see an incident report circulating, it's not necessarily because there is no crime. She suggested routing the hotel incident report more often to remind properties of the report.

MEMBER UPDATES

Trevor Tauber (Courtyard) – The Hampton renovation has been pushed back, eyeing November.

Breyana Rader (Hyatt) - Starting renovation on our restaurant/bar. Hoping new concept will be revealed in November.

Sara Lunkusky (Wolf Creek Restaurant) - Just relaunched our popular Pumpkin Weizen, it's quite delish. At the restaurant, we launched our family meal takeout. They are designed to feed 4-6 people. You choose a protein and that determines price of the menu. (Yes, you get a whole loaf of bread and tapenade.) We are getting a lot of great feedback on that. We also have a Facebook contest going, *Tag a Teacher*, doing a drawing we will deliver 6 of these. We do fundraisers for schools.

Barbara Meyer & Sue Hayward (Reyes Winery) - This weekend, Beth is doing a vertical tasting. You'll get 7 different wines, \$15 per person. Pig Roast is on October 20, \$49, that gives you 2 glasses of wine. After the pig roast, there is a JR's comedy club event at Mimi's. Reyes Winery also has a monthly hike and lunch and there's a Ladies Night coming up. Mark your calendars: The Sierra Pelona Wine Festival will be April 6.

Annette Guzman (La Quinta Inn) - Still going through a lot of internal updates.

Mariella Masuda (Hyatt) - We are working really hard to make Santa Clarita a destination to get people here to fill the rooms we need to fill.

Kelli Lajer (Santa Clarita Film Office) - Film library on filmsantaclarita.com. Since there have been a lot of changes in the hotels, please check under the location library to make sure your listing is up to date. We have a Film Incentive Program available -- if you have crews staying in your rooms (within City limits), let Marilyn know that and she will let me know because we have a rebate program.

Margi Bertram (Hart Museum) - Gearing up for field trips.

Josh Carsman (Fillmore & Western Railway) - The Pumpkinliner is running, it's a day train where everyone gets off at a pumpkin patch. There is a haunted house, food and hay rides, then everyone hops back on the train. In the evening, we have a Zombie Hunter train where riders shoot people dressed as

zombies with paintballs. Riders must be 8 and older. We have ride only tickets too. This is going on multiple times throughout the month of October. Then our holiday train for Christmas will be starting up. We have a new train this year, The Sugar Plum Express to Winter Wonderland and the North Pole Express. We encourage you to come visit us out there. We appreciate all the connections we've made.

Maria Christopher (*Heritage Valley Tourism Bureau & Rancho Camulos*) – At Rancho Camulos, we do tours Saturdays in the morning and Sundays in the afternoon. Come and find out about historical CA. Weekends in the Heritage Valley are busy, we have a ghost walk in Santa Paula. We have Dia de Los Muertos coming up. Ventura County Farm Day will be on November 3. It's a free event that features 20 locations throughout the county, including Rancho Camulos. Then, Rancho Camulos will be hosting our Ramona Days event on November 10. This year includes a Ramona Film Festival where a 1928 silent film will be screened and we'll have an international film historian on hand.

Jo Anne Hilario (*Holiday Inn*) – I want to share some classes available at College of the Canyons. I will pass this on and a schedule for the trainings. Trainings are FREE and you can get a certificate.

Debbie Dugger (*Six Flags Magic Mountain*) - Reminder that there is Dining with the Dead going on right now. Fright Fest is running Friday, Saturday and Sunday through October 28.

Ginger Hoolahan (*Six Flags Magic Mountain*) - We've been spending a lot of time researching international tourism and I recently attended Global Ready India. As you know, China has been the focus of tourism but India is the new China. This conference was all about how do we accommodate them and make them comfortable?

Just to give you an idea: India has 1.3 Billion people with 700 million under the age of 32. Their annual visitation rate is 333,000, fastest growing. The average night stay is 19 days. April through July for family trips. And October and November. Travel used to be very multi-generational with families traveling with grandma and grandpa but now travel is more nuclear family. Some key motivators for travel include theme parks at #6. We are talking about an affluent percentage of population that is traveling and they are used to staff in their homes. So when they travel they are looking to be pampered. Some things they look for when traveling:

- Hot water kettle in the room
- Amenities kits
- Prices for amenities
- Larger or connected rooms
- Love American culture and they are happy to have American food, but must remember that meals are a big event. Meals should include some vegetarian options.
- Because English is the business language, we are not expected to translate our materials.
- Namaste. They really appreciate hearing that.

If you want any more info on it, reach out.

Courtney Bourdas Henn (*Mountasia*) – Our biggest thing is our virtual reality haunted house. It's an immersive experience and people are loving it. We are open daily. We are gearing up for film groups coming in and corporate events. Remember that corporate travelers still like to have fun!

Scott Pagter (*Double Trouble Tasting Room*) - We are one of the best kept secrets in Santa Clarita. We have our back patio open.

Ben Law (*Brewery Draconum*) – We are almost a year old. The Old Town Newhall area is coming up. We are a fully operational brewery and restaurant. We have a patio, outdoor seating, bocce ball, beer garden and live music on Thursdays.

Peter Goosens (*The Belgians are Coming*) - In addition to Oktoberfest, we have our Silent Disco on November 9-10. We will sample the disco again at Oktoberfest. A lot of people come in this tent and say wow, looks like a circus tent -- so, the week before Christmas we will have a Circus in the Round featuring acrobats. We will share more info for that family-friendly event. Also the spiegel tent will be staying until February, so if you have any private or corporate events get in contact. Also working on putting together a Mardi Gras event. Finally, every year I try to do something where I give away tickets. So, my phone number (661) 755-7575. Anyone who texts me and gives me their name and organization and that they are affiliated with the Tourism Bureau, and email address with the words: "I promise to spread the word" – we will send you a free ticket to Friday's Oktoberfest. I also have digital signage that I can send along that can be posted on social media.

Jennifer Wampler (*Gentle Barn*) – (added to notes) We'll have pumpkin painting all month and a Halloween party is set for October 28.

NEXT MEETING

Tuesday, November 6 – Location TBD