



Tourism Bureau Meeting Minutes
January 8, 2019, 12:00 p.m.
Salt Creek Grille

ATTENDEES

Jennifer Chadwick (Salt Creek Grille); Maria Christopher (Rancho Camulos); Josh Carsman (Fillmore and Western Railway); Ari Larson (Fillmore Chamber of Commerce); Laina McFerren (Wolf Creek Restaurant/Brewery); Jeff Casali, Monique Aravelian, Debbie Dugger (Six Flags Magic Mountain); Jo Anne Hilario, Karina Winkler (Holiday Inn Express); Danny Efron, Luis Caro (Hilton Garden Inn); Joelyn Caprine, Katie Nicholson, Mark Kirsch (Hyatt); Cassandra Finch, Rashel Zayayou (Embassy Suites); Cheryl Anderson (Restaurant Guide); Beth Heiserman; Barbara Meyer (Reyes Winery); William Duke (Saddle Ranch); Jasmine Foster (College of the Canyons); Shanny Goben; Desiree Wammack (Courtyard); Courtney Bourdas Henn (Mountasia); Brittany Coldiron, Marilyn Sourgoose, Chris Page (City of Santa Clarita).

WELCOME

Jennifer Chadwick welcomed everyone to Salt Creek Grille and explained the lunch menu which included Margarita Chicken. This item was taken off the menu, but was a favorite that folks still ordered because they knew if we had the ingredients, we'd make it! To mark our 20th anniversary, we decided to bring it back along with our almond basket dessert.

Will Duke, a manager from Saddle Ranch joined us for the first time. Marilyn thanked him for hosting our December mixer.

TOURISM OFFICE UPDATES

- **2019 Membership**
 - Agreements and invoices emailed this month
 - Membership fees are the same as last year
 - Review, sign, email or mail them back

- **Meeting Locations**
 - Consider hosting a Tourism Bureau meeting at your location.
 - Will try to add some City locations (Aquatic Center/Library/Park) and maybe revisit Castaic Lake and try to go to the Ice Station.
 - **Quarterly Meet-Ups/Mixers?**
 - The group expressed interest in doing Quarterly Mixers in addition to monthly luncheon meetings, including evening/weekend events (ideas: SENSES, Reyes Winery, Sand Canyon Country Club Happy Hour, Fillmore & Western – Rail Fest, Rancho Camulos)

- **VisitSantaClarita.com – Deals**
 - Please review your VisitSantaClarita.com offers and send Marilyn updates

- New offers – need to be good for at least 6 months
- Send the verbiage and the date you want it to expire and we will add your deal
- **Wedding Guide launched**
 - Added “Wedding” to menu of Visit – please review and provide feedback
- **Conferences**
 - **CalSAE (CA Society of Association Executives) update**
 - Bre and Marilyn attended and had 1:1 meetings and a tradeshow booth
 - Good leads that will hopefully lead to meetings here.
 - Thank you to: Holiday Inn Express, Hyatt and Six Flags for providing room nights and tickets for the prize giveaway
 - **Visit California Outlook Forum**
 - February 11-12 in Rancho Palos Verdes – Evan & Marilyn will attend. Debbee mentioned that Six Flags’ Marketing team usually attends
 - Sessions, speakers, talking about tourism insights and strategies
- **Bike Share**
 - Soft launched on December 14th
 - As of yesterday:
 - 468 Active Members, 300 trips – being used for recreation/leisure
 - Majority of trips (makes up 50% of all rides)
 - Valencia Heritage Park, Promenade (near Nordstrom Rack/TJ Maxx), Iron Horse Trailhead
 - Hyatt & Holiday Inn Express make up about 5% each
 - Sample of rack cards provided to group. New Santa Clarita rack cards will be distributed to hotels when printed.
 - First ride free code: #RIDESC
 - **Ribbon Cutting – Thursday, January 31 @ 10 a.m. @ Iron Horse Trailhead – you are all invited**
- **2018/2019 Special Events**
 - Amgen Tour of California – May 18 (start of overall finish)
 - Thank you to hotels for providing information re: availability and rates

MEMBER UPDATES

Joelyn Caprine (*Hyatt*) - Greater Pacific is officially open. We invite you all to check it out.

Courtney Bourdas Henn (*Mountasia*) - This is our slow season so we have some ads that are out. One is \$10 off everything, go karts, bumper boats, laser tag, rock climbing and arcade games. Please bring your family and friends and check out the little mountain.

Cassandra Finch (*Embassy Suites*) – Last meeting I mentioned we were looking for a Director of Sales and now we are looking for a Director of Sales AND a General Manager.

Desiree Wammack (*Courtyard*) –Planned renovation for the Hampton set to begin on January 22, so we will look new and pretty eventually.

Beth Heiserman (*Reyes Winery*) – Our annual food and wine festival is April 6. This will be our 7th year promoting local winemakers in the Santa Clarita and Antelope valleys. We get about 1,500 people. At the winery, we have our monthly hike on January 19. We have our Red Blend

event on February 2. Then, that evening we are all going to the Fillmore & Western Train. On Valentine's Day, we are doing a Winemaker Pairing dinner.

Josh Carsman (*Fillmore & Western Railway*) – We are very excited to be bringing back our Beer, Wine and Blues Train. Honored to have Reyes Winery and Wolf Creek Brewery back this year as well. We will have an amazing blues band performing on the train. All our Weekend Scenic Train Adventures are back. We have a Murder Mystery Dinner train coming up for Valentine's Day called the Love Train. Then we have our big festival, RailFest, coming in April. That event is growing every year. Maybe we can partner with some of your hotels to get people to stay here for RailFest. We also have a Friends of the Railroad section on the website, if you'd like to be added.

Jennifer Chadwick (*Salt Creek Grille*) - We have a couple of spaces available for parties. This back patio area is a great spot that can fit up to 80 people. We also have a private room available that fits 30. We offer limited menus for larger parties.

Laina McFerren (*Wolf Creek Restaurant and Brewery*) - At the brewery, we have an Americana Roots Music Festival featuring 4 different blues bands on Sunday, January 13. Mad scientist BBQ, a great local BBQ guy, will be there. On the 25th we will have Karli Webster in the Spiegel tent for her album pre-release party. April 1 is our 22nd anniversary.

Maria Christopher (*Rancho Camulos*) - On the first Sunday of every month at the airport in Santa Paula, they do free plane rides for children and open up all their hangars. Rancho Camulos is open for tours on Saturdays and Sundays. On January 26, we will have our Helen Hunt Jackson Returns event. Helen Hunt Jackson is the author of Ramona, which really put the area on the map. It's a fun event.

Cheryl Anderson (Dining Guide) - We've got a name for our guide, Our Local Dining Guide with the tagline, Our Locals Have Got Talent.

Chris Page (*City of Santa Clarita*) - I oversee the city's sponsorship program including the Cowboy Festival and the ever-expanding Light Up Main Street. If you are interested in sponsoring an event, please contact me. cpage@santa-clarita.com

Danny Efron (*Hilton Garden Inn*) - We have two large film productions booked with us. Our restaurant is doing very well. Catering and sales are picking up. I've invited Luis to join us, he's our Front Office Manager.

JoAnne Hilario (*Holiday Inn*) - By March, we start our renovation. Construction is really moving now.

Debbie Dugger (*Six Flags Magic Mountain*) – For those that don't know, we are open every day. West Coast Racers is our new attraction and it's slated to open summer 2019. I'm working with hotels and tour operators. Ginger is working on the international travel. International PowWow is coming in June and we're working really hard on that.

Jeff Casali (*Six Flags Magic Mountain*) – First off, I want to apologize if any of you got caught in the traffic jam last week. We had about 50,000 people decide to overrun us on one Sunday. We had to turn away about 10,000 because we ran out of parking. We've had huge attendance growth. We've extended Holiday in the Park due to popularity.

Jasmine Foster (*College of the Canyons*) – On February 4 our spring semester starts. We hope the parking structure will be open by February for the students. Our Styx performance at the Performing Arts Center is sold out. We have a preshow reception that will be catered by Wolf Creek Restaurant. We are opening another facility in Canyon Country. It will be a full-service facility where you can register, January 29 opening. Women's Conference is on March 23.

Ari Larson (*Fillmore Chamber of Commerce*) - I invite everyone to come out and enjoy some beautiful natural scenery in Fillmore. It's a beautiful area. I invite you all to come out and visit us.

NEXT MEETING

Date: Tuesday, February 5, 2019 @ noon

Location: Old Town Junction – 24275 Main Street