



Tourism Bureau Agenda
January 7, 2020
12:00 p.m.
Lucille's Smokehouse Bar-b-que

ATTENDEES

Memory Rudolph, Lacie Webber, Billy Dye (Embassy Suites Valencia); Debbie Dugger, Jeff Casali (Six Flags Magic Mountain); Jennifer Chadwick (Salt Creek Grille); Ed Bernstein (25 Score); Ben Brown (TastePro); Laina McFerren (Wolf Creek); Kris Hough (Senator Wilk's Office); Sahara Powell (Hollywood Burbank Airport); Bridgette Doe, Michelle Braverman (Sand Canyon Country Club); Shea Hanson, Imee Delos Santos (Hyatt Regency); Sergio D'Agustini, Beth Heiserman (Reyes Winery); Danny Efron, Chris Lemus (Hilton Garden Inn); Ari Larson, Maria Christopher (Heritage Valley Tourism Bureau); Margi Bertram (Hart Museum); Trevor Tauber, Alissa Elhelou (Courtyard); Josh Carsman (Fillmore & Western Railway); Marilyn Sourgoose, Evan Thomason, Lourdes Vallin, Kelly Shapiro (City of Santa Clarita).

WELCOME

Marilyn – Happy 2020! Hope you had the opportunity for some time off with your loved ones. Guests joining us for the first time: Sahara from Hollywood Burbank Airport, Michelle and Bridgette from Sand Canyon Country Club, Kelly our intern, and Ed from 25 Score.

Evan – Happy New Year! Looking to attract new things this year. The Spartan race did better than we thought and they're coming back this year in December. We still have 2019 visitor guides available, let us know if you need more. We are happy to bring them to your location. Looking forward to the new one coming out soon.

TOURISM OFFICE UPDATES

- **2019 Highlights**
 - # of Events: approximately 52 notable events
 - # Room nights: 2019 5,939 – 2018 3,549 (67% increase)
 - Pace Bike Share: over 5,000 rides in 1st year of existence
 - Westfield Valencia Town Center completed a multi \$M renovation
 - Looking forward to what 2020 will bring
- **2020 Tourism Bureau Membership**
 - Will be emailed this month. Please sign and date and mail payment or pay by credit card.
- **Meeting Locations, Quarterly Meet-Ups and Mixers**
 - Suggestions for locations
 - Passed around sheet for ideas locations that want to host.
- **Photos/Bus Wrap**
 - Getting ready to re-wrap a commuter bus...if you have high-res photos, please send to us
 - The bus goes between here and Century City/West Side. It's a big traveling billboard! Will be updated with our new logo.

- **2020 Conferences /Trade Shows**
 - Working on our lineup for this year...so far, on our radar: Visit California Outlook Conference, IPW (Las Vegas), RCMA (Religious Conference Management Association)
- **2019/2020 Special Events**
 - As always you have the events listings
 - Waiting for hotels to finalize number. We will update every month, let me know if you have any events you want me to add

MEMBER UPDATES

Trevor Tauber & Alissa Elhelou ([Courtyard by Marriott](#)) – No updates to share at this time.

Jeff Casali ([Six Flags Magic Mountain](#)) – Today is the first press day for West Coast Racers, so watch the news to get a peek of the ride – it’s a first of its kind. Tomorrow we’re having a VIP party for West Coast Racers. It officially opens on the 9th – come get a ride! Should be great for the park.

Josh Carsman ([Fillmore & Western Railway](#)) – This year is going to be pretty exciting. We’re bringing back the beer and wine and blues train with Wolf Creek and Reyes Winery. The [California Honey Harvest Festival](#) will be June 20-21st. You can ride on the Honey Bee Express Train – it takes you to a honey farm! It’s a fun and unique festival, it’s going to be a hit! Steam Rail Fest – where we bring big steam locomotives. Steam punk. Really creative. We also have our Murder Mystery Train and Scenic Trains that take you to Santa Paula and Piru, visit our website to book: [Fwry.com](#)

Ari Larson ([Heritage Valley Tourism Bureau](#)) – A lot of collaboration with Fillmore & Western, as mentioned, we’re bringing back the Honey Harvest Festival in June.

Maria Christopher ([Heritage Valley Tourism & Rancho Camulos](#)) – Good to be back! Rancho Camulos, don’t do our regular hours during the winter, but tours are available by appointment until January 25th – also on that date is our “Helen Hunt Jackson Returns” reenactment of when Helen visited Rancho Camulos in 1882. We’re also partnering with the Newhallywood Film Festival on Valentine’s weekend. On Sunday, the 1910 movie, *Ramona* will be screened. It is the first documented film to be filmed in Santa Clara River Valley. Veteran’s Fundraiser on February 1st.

Margi Bertram ([William S. Hart Museum](#)) – We’re finally able to announce our Valentine’s Day weekend events – the Newhallywood Silent Film Festival. February 14-16. Only two paid events: Valentine’s Day dinner and bus tour, everything on Saturday and Sunday is free. A lot of stuff for kids and families. Hopefully it’s the first of an annual event!
<https://hartmuseum.org/newhallywood-silent-film-festival>

Chris Lemus ([Hilton Garden Inn](#)) – Nothing new to share, glad to see everyone is well!

Sergio D’Agustini ([Reyes Winery](#)) – Monthly Hike & Brunch is on January 18th. It’s a two-hour hike and then a lunch at the winery. Our Syrah vertical tasting will be February 1st, from oldest to the youngest 2009-2016 paired with food. For Valentine’s Day we will be having a dinner with wine infused food, available on two days February 14 and 15. Registration is at 5 PM and dinner is served at 6 – there will be a flyer. On March 7th we have our bottling event, includes lunch with a bottle, ‘17-’18. 8th Annual Sierra Pelona Valley Wine Festival will be coming up and the new restaurant on Main Street

Beth Heiserman ([Reyes Winery](#)) – Reyes on Main: the building permits are in, we're waiting for them to start building – it was supposed to be in December. It's been four years in the making. The [Sierra Pelona Valley Wine Festival](#) will be on April 4th, you can buy tickets, or be a sponsor or vender.

Sahara Powell ([Hollywood Burbank Airport](#)) – I'm the Marketing Communications Associate. A few things that are new: 18% increase past October-November. A lot of growth! We're doing a lot more with our marketing efforts. Would love to meet everyone. Love to support the community, be more than happy to promote events.

Shea Hanson ([Hyatt Regency](#)) – Pretty exciting stuff happening! We have a new director of sales, Ruben – he's super nice. We have a new 2020 menu for the restaurant and catering, a lot of filming. Looking to have a good 2020!

Ed Bernstein ([25 Score](#)) – We're a local loyalty card that out here, for high schools, colleges, and churches with over 40,000 members. Have ticketing for all of Southern California's theme parks. We do a good job of herding people for events. Some opportunity to promote events. Thanks for having me!

Ben Brown ([TastePro](#)) – TastePro is a way for people to try new restaurants, and trying the "best of." Looking to go live at the end of this month. Our goal is to increase the number of restaurant visits. Free for restaurants to join. Very excited to collaborate with restaurants. Thank you for having me.

Laina McFerren: ([Wolf Creek Brewery and Restaurant](#)) – We're kicking off the new year with Valentine's Day special menu, you can check it out with reservation. Online ordering launched 6 months ago. We have a Super Bowl event coming. At Spiegel Tent, we will be having a Silent Disco on the 10th. Getting ready for the rest of our year.

Kris Hough ([Senator Wilk's Office](#)) – We have an event coming up: Women's Safety and Self-Defense Workshop that gives you enough tips to disable somebody and to be aware and defend yourself. Click on Facebook [event](#), if you didn't get a flyer!

Memory Rudolph ([Embassy Suites](#)) – We have an upcoming new menu and new catering menu coming out closer to February. Sometime this year we will be hosting an event so you all can try food.

Debbie Dugger ([Six Flags Magic Mountain](#)) – We're about to open West Coast Racers. Finalizing what conferences were going to this year. Working on international: Mexico, Canada, and China.

Jennifer Chadwick ([Salt Creek Grille](#)) – It's been very busy with Christmas! We have a Boys and Girls Club wine tasting event. We are donating food and staff – all proceeds are going to the Club. Tickets are still available, it's at the end of month on January 29th. Should be fun event!

NEXT MEETING

Tuesday, February 4 @ noon

Location: TBD