



Tourism Bureau Meeting Agenda
February 4, 2020, 12:00 p.m.
Salt Creek Grille

WELCOME

TOURISM OFFICE UPDATES

- Tourism Website/Social Media/e-Newsletter
 - **Website:** VisitSantaClarita.com
 - **Facebook:** Facebook.com/VisitSantaClarita – 31,370
(Feb. 2019 = 30,118; 2018 = 28,591)
 - **Twitter:** @SeeSantaClarita – 4,599 followers
(Feb. 2019 = 4,340; 2018 = 3,955)
 - **Instagram:** visitsantaclarita – 3,677 followers
(Feb. 2019 = 2,440; 2018 = 1,829)
 - **Newsletter:** bi-monthly - 8,699 recipients
(Feb. 2019 = 3,232)

- Bike Share Update
- Cowboy Festival – April 18 & 19, 2020 cowboyfestival.org
- California Beer Festival to return in 2020 with Boots and Brews and Tacos and Tequila once again at Central Park
 - Tacos and Tequila – May 30 & 31
 - Boots and Brews – June 20

- 2020 Special Events

- Member/Guest Updates

NEXT MEETING

Date: Tuesday, March 3 @ noon

Location: TBD