



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

ATTENDEES

Lacie Webber, Billy Dye (Embassy Suites Valencia); Jennifer Chadwick (Salt Creek Grille); Ben Brown (TastePro); Laina McFerren (Wolf Creek); Kris Hough (Senator Wilk's Office); Sahara Powell (Hollywood Burbank Airport); Beth Heiserman (Reyes Winery); Danny Efron, Chris Lemus (Hilton Garden Inn); Maria Christopher (Heritage Valley Tourism Bureau); Margi Bertram (Hart Museum); Trevor Tauber (Courtyard); Memory Rudolph (Embassy Suites); Josh Carsman (Fillmore & Western Railway); Pat Downing, Evan Thomason, Stephanie Givans, Kelly Shapiro (City of Santa Clarita)

WELCOME

Evan – Thank you for coming today, unfortunately Marilyn is not here as she is at a conference in Texas.

TOURISM OFFICE UPDATES

- Tourism Website/Social Media/e-Newsletter
 - Our Tourism Social Media stats are increasing each year, especially with our Instagram and Newsletter. This is a tool for everyone here to use, we want to encourage you to send us content for us to post on our pages.
 - **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 Updates
 - We are going into our second year of Bike Share! The numbers are good with about 3,000 subscribers to our 50 bikes available. We are currently looking to be a pilot city for E-Bikes, they will be full throttle with no pedals. Refer your guest to ride our bikes and invite them to ride our miles of trails we have available. If you find an abandoned bike please report it. To do so, visit our city's website home page, RSC to report something, find Bike and fill out the form! You can also reach out to me and I will happily take care of it.
- Cowboy Festival – April 18 & 19, 2020 cowboyleftival.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
- We are also currently redoing our Santa Clarita bus that commutes to Downtown Los Angeles and Century City. We are retiring the old bus and will have our new logo and photos on the new bus so be sure to look out for that!

MEMBER UPDATES

Trevor Tauber ([Courtyard by Marriott](#)) – We are rolling out our new seasonal menu at our bistro! Happy hour is also from 5:00pm-7:00pm, please come join us and check out our new menu. We also are also in the process of hiring a new Catering Manager.

Josh Carsman ([Fillmore & Western Railway](#)) – Come out we have a lot going on! We have our scenic train every weekend and on Fridays we are going to have a murder mystery ride. We have something special for every holiday coming up as well as two big festivals. The first will be happening that last weekend of April and that will be our Steam Rail Festival. We will be featuring a 100 year old Steam Rail, train rides, steam punk inventions, and all things from the 1800s. It is free admission and I will bring flyers with more information to the next meeting. Our next event is going to be the California Honey Festival! This event's focus will be on saving honey bees and we will also be having an express train to view all the stages of honey. This event will be the weekend of June 20-21 and please visit our website for more information. Finally, we are very happy and excited to announce that we will going to the largest travel show in the nation! We also reserved our space at the Ventura Country fair to share all things along the 126, please let us know if you would like to volunteer or send us your handouts to display on our table.

Maria Christopher ([Heritage Valley Tourism & Rancho Camulos](#)) – First Sunday's at our museums in Santa Paula are still going on, Lake Piru is having a fun run in March so be sure to check our website for more information, there are tours available out in Ranch Camulos, and we have our Film

Festival coming up. We will be hosting the closing night of the Film Festival so be sure to come out as we will be screening the movie.

Margi Bertram ([William S. Hart Museum](#)) – Join us for our Hollywood Film Festival! There are two paid events Friday otherwise the other events are free of charge. We will be featuring a silent film accompanied by a keyboard to play along with the movie. If silent films aren't your interest we will also be featuring *Singing In The Rain* at the Newhall Family Ranch.

Chris Lemus ([Hilton Garden Inn](#)) – We have a lot of projects going on currently and we are staying busy. Our meeting rooms are getting booked and locally we are getting to roll out our new menu. The new menu will be a complete change from the current one! Miguel is also our new restaurant manager so be sure to stop by and congratulate him if you get the chance!

Beth Heiserman ([Reyes Winery](#)) – We have had a few requests to host our weekend hike on Sunday so we will be trying it out and seeing how that goes. On March 7th, we are bottling and we are hosting an event to show the bottling processes. April 4th, we are hosting another event to raise money and bring awareness to human trafficking. If you are able to, please donate to our event or our auction!

Sahara Powell ([Hollywood Burbank Airport](#)) – We have surpassed our past numbers and we are up 62,000 travelers! Our Placement Terminal is also coming along and going really well.

Ben Brown ([TastePro](#)) – Lots of amazing things, we doubled our restaurants and signed on a lot more partners to help our client base! I am currently onboarding our restaurants as we are looking to go live soon! We also offer a complimentary photoshoot to any restaurant that signs up with us.

Laina McFerren: ([Wolf Creek Brewery and Restaurant](#)) – Valentine's Day is just around the corner and we will be rolling out a special menu Thursday through Sunday. We are also working on a new menu for our 3 year anniversary this upcoming March! As for the Brewery, we will be a vendor at the Cowboy Festival! Join us Valentine's Day as we feature Karli Webster for an after dinner show in the Spiegel tent. Finally, sign up for our corn hole tournament on St. Patrick's Day to benefit #SaugusStrong. We will also have Celtic Axe Throwing so be sure to come out rent a space or come and join a league!

Kris Hough ([Senator Wilk's Office](#)) – Our first Women's Self Defense class of the year went well with about 50 attendees and please join us for the next one in June! We want to see money go back to the people and to our businesses so please submit your name and your neighbor's name to see if you have any Unclaimed Property. Check out our website as we have a few workshops coming up as well.

Memory Rudolph ([Embassy Suites](#)) – We have partnered with local animal shelters and we are looking for even more opportunities. Animal Tracks was looking for live in donations and to educate more about the rehabilitation of animals. We partnered with them to help spread the word about who they are and what they do! On March 8th we will be hosting our bridal show, March 18th we are having a Chamber event, and our new menus are currently available!

Jennifer Chadwick ([Salt Creek Grille](#)) – Thank you all for coming today! Our recent Boys & Girls Club dinner went well as we raised over \$24,000 in just one night with 76 people! Our event sold out and we had four auction items. We have another wine tasting event on the 27th to support Youth

Projects. It is not a sit down dinner but more of a casual event with appetizers and wine, we also will donate all the proceeds from that event! Galentines and Valentine's Day are coming up and we are already very busy. Finally, we have hired a new Pastry Chef and are working on a new dessert menu now!

Evan – As for our team, we will be attending Visit California Conference down in San Diego and we will share about that at our next mixer. We also recently went to the Tourism and Travel Conference a few weeks ago and discussed how the Corona Virus has effected travel numbers. Stay tuned for more updates!

NEXT MEETING

Date: Tuesday, March 3 @ noon

Location: TBD

Want to Host? Let Marilyn know!