



Tourism Bureau Zoom Meeting
June 2, 2020, 2:00 p.m.

ATTENDEES

Margi Bertram (Hart Museum); Jennifer Wampler (Gentle Barn); Beth Heiserman (Reyes Winery); Maria Christopher (Heritage Valley Tourism Bureau); Ari Larson (Fillmore Chamber of Commerce); Ruben Flores (Hyatt Regency); Chris Lemus, Danny Efron, (Hilton Garden Inn); Desiree Wammack (Courtyard); Courtney Bourdas Henn (Mountasia); Kris Hough (Senator Wilk's Office) Sahara Powell (Hollywood Burbank Airport); Billy Dye, Memory Rudolph (Embassy Suites); Marilyn Sourgose, Evan Thomason, Amy Buterbaugh, Lourdes Vallin (City of Santa Clarita)

WELCOME

City Hall is open for business – going on 3 weeks now. Our division, Economic Development is working in the office on a staggered schedule for the time being. Marilyn in office Mondays, Tuesdays and every other Friday, Lourdes every day and Evan is in the office every day but Fridays.

TOURISM OFFICE UPDATES

Evan:

- **Pace Bike Share:** Pace Bike Share has folded as a company. They couldn't make it through the pandemic. We had a good run with them. We were able to get good data, helpful for our engineering folks to see what's popular and what's not. It was also a good run for the hotels.
- **Bus Wrap:** We have been working on the new tourism wrap for one of the City's commuter buses. It will have a whole new design and new messaging.
- Budget-wise, we have a good reserve saved up to use when more things open back up. For right now, all City employee travel is on hold. I've been in contact with Connect, who does trade shows, meetings, and events alike - they're eager to get shows back up and running. The County is looking to get filming back up and running by mid-June. There is a protest happening on Thursday at noon on the corner of McBean and Valencia. City Hall will be closed that day. A lot of what we're hearing is rumors, so we are not sure what is true and what is not, but a lot of people are supposed to be coming into town. We are working with the sheriff's department.

Marilyn:

- **Summer Trolley** – though we don't know when Six Flags will be re-opening, we are still preparing things like the trolley brochure and stop signs for when they do. We'll be ready to get the trolley started when Six Flags opens up. **Evan:** We'll have to work on a trolley spiel, that is more fitting to what is going on – will most likely mention the safety precautions that businesses are taking, etc...it will be about 20 minutes long.
- **Social Media** – Lourdes continues to do a great job on our social media posts. According to the CA State website, [covid19.ca.gov/stay-home-except-for-essential-needs](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Stay-Home-Except-for-Essential-Needs.aspx) “non-essential travel for vacations or pleasure should be avoided.” Lourdes has been posting things like restaurants/places that are open for take-out or delivery, our open hiking trails, virtual events, things that get some engagement like what you are looking forward to riding at Magic Mountain, tag your favorite shops and restaurants. Let us know if you have anything coming up that we can help promote.

- **Resources Page** – for our tourism partners. The information came from Discover Los Angeles, Visit California, and US Travel websites. visitsantaclarita.com/coronavirus-resources
- **2020 Special Events List** – everyone should have a copy. Most recent events have been cancelled or postponed.

MEMBER UPDATES

Margi Bertram (Hart Museum) - We have been closed since mid-March. We now have a staggered schedule, I've been going in one or two days a week. We have no idea when we will be open, since we are part of phase three. We will obviously have new protocols like timed tickets, no more than six people in the museum at a time. Maybe 2-3 times per week, 2 times a day. Currently working on collection.

Ari Larson (Fillmore Chamber of Commerce) – on behalf of Fillmore and Western: hoping for the trains to open back up on June 30th, but it is still tentative.

Ruben Flores (Hyatt Regency) – We've been open and are now seeing an increase in occupancy. We're worried about Thursday's protests and are taking precautions. Hoping it will be a safe protests. Otherwise, we are looking forward to Magic Mountain opening in summer.

John Marquez (Santa Paula Chamber of Commerce) – Our museums are gearing to open up as soon as they get the permission to. We've been working with Fillmore & Western Railway to see how we can market the community with the trains. We're trying to get prepped and ready for more things to open up, we're sitting on the edge here!

Maria Christopher (Heritage Valley Tourism Bureau) – As you all know Heritage Valley is in Ventura County and we're a few steps ahead of Los Angeles County in terms of things opening up. Businesses have a 10-person limit, unless it is a religious gathering. Fillmore & Western still needs to wait a while before they open back up. Many of the restaurants are going from take-out to dine-in. Shooting ranges are open and KOA is scheduled to reopen this weeked. The County is allowing 'open air museums' to open up and Rancho Camulos is adjusting and prepping to fit into that category and we're looking to open up by June 27th. We're trying to stay active and have been using our social media as much as possible.

Sahara Powell (Hollywood Burbank Airport) – We have been open. In April we were down 97%, compared to last year's numbers (486k last year to 14k this year). We celebrated our 90th birthday and will be celebrating the rest of the year. We're kicking off a virtual showcase with Los Angeles County students., called the ["The Future of Travel" Art Showcase](#). We'll be featuring the artwork on our website and social media.

Jennifer Wampler (The Gentle Barn) – Our online classes have been pretty successful. We're waiting to see how it keeps up when school sessions start to end. In lieu of birthday parties, we have been doing "Gentle Hacks," where we pop into Zoom calls.

Danny Efron (Hilton Garden Inn) – We don't have much going on. Our pool and jacuzzi are still closed. We're looking closely to see what is going to be alright to open and do. We're here if anyone needs anything. Stay safe.

Courtney Bourdas Henn (Mountasia) – We've been closed since the 15th of March so we have not been producing any revenue. We're not allowed to reopen and it's very irritating because golf courses are open, but our mini golf isn't allowed even though it is set up to be a socially distant activity. We've reached out to elected officials to try to see what we can do. In the meantime we've used this time, productively. We

have done lots of work with no guests coming in. Our full-time team is still intact, we're hoping for the best and ready to open up as soon as we're given permission to.

Beth Heiserman (Reyes Winery) – We've had to cancel everything. We're only open for deliveries and curbside pick-up. We're down 75%. We're going to try to open up by July 19th. We're recreating the bar to be outdoors and make it look like the inside, so it can be safe to open and bring in guests. We can only have two people in the Tasting Room to purchase wine. We had a lot of crazy people come in this past weekend thinking we were open. Many people are not following the rules and not wearing masks and not social distancing, it's not fun to deal with. We don't know what to do and could use any help because the county has not given any specifics for wineries. We plan on doing visits by reservations. We're seeing what other counties and wineries are doing.

Kris Hough (Senator Wilk's Office) – We are open for constituent services – help with state agencies (yes, EDD too) – please don't hesitate to call if you need assistance! (661) 286-1471

Memory Rudolph (Embassy Suites) – Had an uptick in occupancy, but not too much going on. We have a really long way to be where we want to be.

Desiree Wammack (Courtyard by Marriot) – Same thing as the other hotels. We've all been talking to one another. If any restaurants are offering takeout, let us know so we can promote you. The protests put us backwards - people have canceled reservations because they're scared to travel.

- **Marilyn** – Lourdes is putting together a list of restaurants that are offering dine-in services.
- **Evan** – A good place to send your guests is our website, VisitSantaClarita.com and our new Visitor Guides. We've delivered visitor guides to our hotels and there is a lot of pretty relevant and useful information there, like Outdoor Activities. Let us know if you want copies of it. You can pick them up or we can deliver, just let us know.

Maria – Do we have any updates for the 4th of July?

- **Evan** – Still trying to determine what the 4th of July fireworks will look like and there is talk about postponing the parade. There might be a firework display where people can watch from home or from their car.
- **Amy** – I haven't seen Stevenson Ranch do anything for the 4th for a couple years now.
- **Ari** - Fillmore is accepting applications for the different firework booths we have around town. Selling fireworks from booths will look different this year, to comply with social distancing.

Marilyn – Thank you everyone for joining us on this Zoom call. Unless things change by July 7th, we'll see you on Zoom again!

UPCOMING MEETINGS – locations TBD

- Tuesday, July 7
- Tuesday, August 4
- Tuesday, September 1