



Tourism Bureau Zoom Meeting
July 7, 2020, 12:00 p.m.

ATTENDEES

Margi Bertram (Hart Museum); Beth Heiserman and Barb (Reyes Winery); Jo Anne Hilario (Holiday Inn Express); Sahara Powell (Hollywood Burbank Airport); Jennifer Wampler (Gentle Barn); Maria Christopher (Heritage Valley Tourism Bureau); Billy Dye, Memory Rudolph, Taylor Irving (Embassy Suites); Ari Larson (Fillmore Chamber of Commerce); Audra Cheney (Westfield Valencia); Ruben Flores (Hyatt Regency Valencia); Marilyn Sourgoose, Evan Thomason, Garrett Wedel, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

- **Visit California – How to Travel Responsibly**

visitcalifornia.com/experience/how-travel-responsibly-california

Visit California recently put this information out that we wanted to share. As CA starts to reopen and people are allowed to move around the state, they wanted to help travelers prepare especially since different communities are opening at different rates. Check out visitcalifornia.com/now/find-local-covid-19-information-these-california-travel-sites, there you can find links to different cities/counties and find local COVID-19 information

Visit CA also created a California *Responsible Travel Code*:

- Roam Responsibly – explore responsibility with respect for things/others

- Educate Myself – research before traveling across the state

- Safety First – follow public health directives, stay home if sick

- Preserve California – protect and nurture pristine outdoor spaces of Golden State

- Embrace Community – support local businesses

- Celebrate Culture – immerse yourself in CA’s diverse local cultures & embrace traditions

- Teach Others – lead by example and share practices with fellow travelers.

More COVID-19 Resources can be found at the at bottom of this page:

visitcalifornia.com/experience/how-travel-responsibly-california: Info from Craft Brewer’s

Association, Hotels & Lodging Association, Restaurant Association, Wine Institute.

- **VisitSantaClarita.com** visitsantaclarita.com/

- “Dine-In” restaurants are marked with an * if they are offering patio or outdoor dining options.

- Take-out and delivery restaurants are still listed

- Hotels with work-from home deals listed.

In June, as reported by our advertising agency, a majority of the search queries shifted to outdoor activities related to lakes, biking and wine tasting. Keep this in mind when you are posting for your business, as they are popular in our area.

- **Local Deals**

A couple of weeks ago, Marilyn sent out an email asking that you please share with us any deals you are offering, which we can highlight on the landing page for an upcoming advertising

campaign aimed at locals and another on the drive-market. Thank you to Ben from Taste Pro and Memory from Embassy Suites for the deals you provided.

When everything went to a halt we had an advertising campaign that was meant to reach out to meeting planning. We are relaunching it - we have a lot of money geared towards it. The campaign will be split in two: one will be a staycation campaign geared towards our residents and encouraging them to be tourists in their own town. The other will be geared towards the drive market, with around a 400-mile radius. We will have a landing page where all the deals will be highlighted, if you want an idea of what that will look like visit visitsantaclarita.com/plan. We want to help support local, dine local, and shop local – if you have any deals or know of any, please let Marilyn know.

- **City Updates**

A couple of weeks ago, I shared the City's "Safer Business Commitment" press release with you. On a recent webinar I recently listened to, a traveler sentiment survey showed that one of a visitor/tourists' main concerns is knowing that safety precautions are in place and being followed in destinations that they are planning to visit. I know not all of your businesses are open (or allowed to open yet), but when you have a chance, please read the press release [online](#) and register/make your commitment here when you are ready to:

visitsantaclarita.com/SaferBusinessCommitment/

Once you're registered, you'll be added to this list:

visitsantaclarita.com/saferbusinesscommitment/list/

Right now we are focusing on what's open and what there is to do. Lourdes has been updating all our pages, that you can find linked in our website's homepage. Use it as a resource, send us any updates you may have, and send us any photos – we can never have enough of them!

- **2020 Special Events List**

Everyone should have a copy of the special events list – most events have been canceled or postponed through August. It looks like a Master's University cross country events
Concerts in the Park cancelled.

MEMBER UPDATES

Margi Bertram (Hart Museum) – I'm retired from Hart Museum, but I am still staying connected and working out an arrangement where I can help out a couple days a week. The museum is closed until further notice. The Natural History Museum is focusing on their outdoor attractions like the tar pits. Although the museum is closed, Hart Park is open. The Park has limited hours, 9am-6pm and is closed on Mondays and Tuesdays. We don't have any updates – programming wise, but we are looking forward to new things in the future

Jo Anne Hilario (Holiday Inn Express) – Good afternoon everyone! Right now, we have renovations still being done - in the kitchen area, pool, and breakfast bar. As for the new property, it will be opening the spring of next year.

Ruben Flores (Hyatt Regency Valencia) – Hi everyone! Our restaurant and bar is currently closed, but it might open in August. Our pool and gym are open. We're not serving food at all including room service and poolside service.

Jennifer Wampler (The Gentle Barn) – Hello! We are now open on Sundays, for [Gentle Drive-Thru](#). People can also see the property in Agua Dulce, which was closed to the public before. On this tour we serve lunch as well. After visiting that location, they drive to our main barn and see the animals there – people also get to make a wish at our wishing well.

Maria Christopher ([*Heritage Valley Tourism Bureau*](#)) – Heritage Valley is open and closed depending. All is going pretty well. There is a set back with dine-in closures. Lake Piru is open for camping and other outdoor activities. They waited longer than they had to because they wanted to make sure they had enough amenities. Rancho Camulos did reopen for tours, but by appointment only. Fillmore had a successful sale with their firework booths.

Audrey Cheney ([*Westfield Valencia Town Center*](#)) – The mall is obviously open, about 80% of our stores have opened. We're dealing with the no more dine-in restaurant order by working with the city to have restaurants open tables outdoors. Disney should be open in 3 weeks. Events aren't going to be approved right now, so we're just working on what's safe to do – I will share any updates when we have them. Slater's 50/50 is doing good and looking to extend their patio a bit.

Ari Larson ([*Fillmore Chamber of Commerce*](#)) – We had a very successful firework season. Just so everyone is aware, we do not sell anything that goes into the air. We only had fountain-type of fireworks that stayed in the ground. There were 18 booths and the many made was all nonprofit that helps children. The firework company provides the fireworks, not Fillmore. We invite you to come to Fillmore's sidewalk sale – we don't have date yet, but we are working with Fillmore & Western Railway and Santa Paula to start taking people to Santa Paula and then back to Fillmore. It will be lowkey and following all safety guidelines, there will be music, but it will be safe. It will be \$12.50. Deals will be promoted, forward to us and we'll post them!

Beth Heiserman ([*Reyes Winery*](#)) – We are open and completely outdoors, been doing that for about 4 weeks now. We have lots of rules, like you can only take your mask off if your seated, you can't walk around, and you need to make reservations. We've had a few people who don't want to follow the rules. It's been ok, the past weekend we were very busy. We had 40-50 people each day and that's a lot for us. All events have been canceled up until Labor Day. We are not serving food – we have a catering license, but we would need a specific COVID license and we're not going to be paying for that.

Memory Rudolph ([*Embassy Suites*](#)) – We opened our pool on July 4th. Our gym and business center is still closed. We're doing breakfast daily from 6 a.m. to 9 a.m. We were able to bring three employees back! Things are looking good!

Sahara Powell ([*Hollywood Burbank Airport*](#)) – The airport is up and running. We're seeing an uptick in the number of travelers. Flights are down 92% from last May so we are still very much so on the down side. We're continuing to encourage passengers to wear masks and follow safety protocols while they're in their terminal. "Smize for the Skies" is our current social media campaign – smize is smiling with your eyes.

Evan – We appreciate everyone jumping in on the call. Again, let us know if you have any deals, to put up with our ad campaign. Send pictures, we can never have too many pictures!

UPCOMING MEETINGS – locations TBD

- Tuesday, August 4
- Tuesday, September 1