



Tourism Bureau Meeting Notes
August 4, 2020, 12:00 p.m. (via Zoom)

ATTENDEES

Sahara Powell (Hollywood Burbank Airport); Maria Christopher (Heritage Valley Tourism Bureau); Margi Bertram (Hart Museum); Ari Larson (Fillmore Chamber of Commerce); Beth Heiserman (Reyes Winery); Memory Rudolph, Billy Dye (Embassy Suites); Danny Efron (Hilton Garden Inn); (Marilyn Sourgose, Sarah Carey, Lourdes Vallin (City of Santa Clarita)

WELCOME

Thank you for taking time out of your day to join us. Evan is off this week. Sarah Carey, from the City's Finance Division is job shadowing me today - welcome Sarah!

TOURISM OFFICE UPDATES

City Updates – Things are moving along with Newhall Crossings in Old Town Newhall.

(Played video: [youtube.com/watch?time_continue=2&v=zppmwvYsZ4&feature=emb_logo](https://www.youtube.com/watch?time_continue=2&v=zppmwvYsZ4&feature=emb_logo))

- Incoming restaurants and cafes include: XRO Fresh Churro Bar, Rustic Burger House, Pop's Creamery, The Loaf (Japanese Bakery & Café) and Maginn's Irish Pub
- Other vendors are C'est L'Amour Nails, Glasshouse: L.A. dance studio and fitness center Grit + Gratitude Studios.
- The Laemmle Newhall Theatre has seven screens with approximately 500 total seats.
- The apartments are about 80 percent leased.
- Crossings is planning to host movie nights on Fridays, projecting the film onto the side of the adjacent parking garage in the center plaza.

2020 Santa Clarita Marathon Cancelled

- Due to the coronavirus, the 2020 Santa Clarita Marathon has been cancelled – this would have been the 25th anniversary and is only the second time in its history that it hasn't taken place (last time was in 2003 due to poor air quality caused by fires). All registered runners will be issued a full refund.

Eat Local Program – the City is currently assisting restaurants in expanding their services as part of the **Eat Local program**. In Newhall, on Main Street (the Senses block - between Market/6th Street) – the street is being shut down from 3 p.m. on Fridays to 11 p.m. on Sundays so the restaurants can expand their service to the sidewalks and street. The City is trying to provide creative and flexible ways for restaurants and other businesses to continue operating (while still following the CDC and LA County Health guidelines). If anyone has questions about this, reach out to me after this and I can put you in touch with our Planning division who can tell you about Temporary Use Permits.

2021 Visitor Guide – We are moving forward with starting on our 2021 Visitor Guide.

Obviously, we're always looking for NEW photos and Lourdes has reached out via Instagram to connect with those of you who have accounts to share access to photos with us (we won't have access to your accounts, just makes it easier for us to see photos you're tagged in without having

to search) – if you have questions about it, reach out to me or Lourdes and we can give you more information.

- Advertising agreements are included in the handouts and Lure Creative will be reaching out to folks about placing an ad. I know these are hard times for everyone and budgets are slashed. As a reminder, we don't pay for the creation of our guide – the company we work with that produces it for us gets “paid” thru the advertisements. If you do want to place an ad, try to negotiate – their list prices are printed on the form, but I know they understand what's happening right now and it's going to be challenging. For us, we definitely want a good amount of advertisements and we want it to be representative of what we have to offer. And in talking to Evan, we should have budget available to be able to help supplement the advertising costs for those of you that are members. I don't know what exactly what that looks like right now, but it's something that we can talk about. Contact me if you're interested.

Special Events Listing – Nothing has really changed on the Special Events listing. As I mentioned, Marathon is cancelled. The Masters University is still on the calendar but just so you know, as of right now, reservations for City facilities have been canceled through August 31st, and right now they are waiting for direction about the reservations scheduled for after that.

Local Deals – Please remember to share with us any deals you are offering, that we can highlight on the landing page for our upcoming advertising campaign aimed at locals and the drive-market. We don't have a launch date as of yet, but still preparing for it.

We're pivoting whenever things change and Lourdes has been doing a great job trying to keep our homepage up to date. Please use it as a resource for your guests, send us any updates you may have, and as always send us any good photos you have – we can never have enough of them!

MEMBER UPDATES

Margi Bertram (Hart Museum) – We are still closed; no opening date set yet. We are reevaluating our programs, school visits, outreach, public tours, and how to engage our volunteers. Looking at what kind of digital online programs and collections we can do. It's exciting to be able to stop and think what we do well, what we can do better, and where we're going – our messaging is going to change after this.

Sahara Powell (Hollywood Burbank Airport) - We have a few different things going on right now. Our June 2020 stats went up, but we're seeing a down swing, but that's typical for the end of summer. We installed PPE vending machines that have sanitizers, reusable and disposable masks, etc. – they're located in Terminal A and B. We also have [AtYourGate](#) food delivery services available, using the [AtYourGate](#) app. It's minimal contact and you can plan and order ahead.

Ari Larson (Fillmore Chamber of Commerce) – Our Eat Local Program has been postponed because of the increase in COVID cases. I've mentioned it before, we're collaborating with Fillmore and Western to take folks to and from Fillmore and Santa Paula. Local businesses were set to put their items on the sidewalk. We're going to have masks and sanitizers available to keep everyone as safe as possible.

Danny Efron (Hilton Garden Inn) – It's been a rollercoaster ride with occupancy, going up and down. Whenever there is a fire we do good because of Cal Fire and US Forest Service. We've had multiple blood drives with American Red Cross. We did a plasma blood drive last Sunday

and had news outlets here to report. It was the first time having it on Sunday, when we have less staff, but it turned out great. Our pool is open, jacuzzi is not, gym is still closed. Our pantry shop is being renovated and its going to be bigger and have more open space. It's really going to enhance our lobby. Chris has been doing a great job. Hope everyone else is doing well!

Maria Christopher ([*Heritage Valley Tourism Bureau*](#)) – Santa Paula is doing “Tables on Main,” similar to Main Street in Newhall. It's not clear, but it looks like they might start it this week. Many restaurants have outside seating available. Just to mention our bureau members, we have: El Pescador in Fillmore, The Hangar Bar and Grille and the Flight 126 Café located in the Santa Paula Airport. It's nice to have a nice diversion while your eating outdoors and getting to see the planes taking off. The art museum in Santa Paula has been doing well, they have a nice backyard area where there are crafts available. Rancho Camulos was open for tours by appointment for a bit, but then we stepped back because of the case surges. If someone calls for a tour, we'll go ahead and arrange that for them. Like Hart, we've been doing a lot of introspecting and updating the website. Good news ahead, there was a documentary being filmed the last couple of weeks. Keep an eye out for that. We're just hoping things will open up soon.

Beth Heiserman ([*Reyes Winery*](#)) – We're still open on weekends. We're going to try out opening on Fridays from 4 p.m.- 7 p.m. because people have been asking us to do so. We've done it before, but it didn't really workout. People weren't going, but we're trying again! I'm going to attempt an event at the end of the month, our Cabernet Vertical – it's like a class. We have tables set up so its social distanced. This past weekend was a bit slower because of the heat and we are down 60% from this time last year. It is what it is, it's unfortunate, but that how it's going.

I'm working with Zonta and we're are really close to having material to reach out to everyone. It's a human trafficking project for any establishment that serves alcohol, something similar is done in Florida. It's those flyers you see in bathrooms at hospitals. Creating something to reach out and getting the literature put together in English and Spanish. I'm president this year, and we've been doing workshops since 2009. Trying to get the word out because no one really knows that it exists. We work with different non-profits to help women in our community. We're working on having webinars instead of our in-person event. We are working to help women deal with different things. The first few will be coping with COVID, family life, depression, and anxiety. I'll share the info as soon as I have it.

As far our Main Street restaurant – both elevators have gone in, all the rebar is in. It's getting there, working with architects. We were originally going to open last August, so I don't know when the opening is going to be. We're aiming for six months, so maybe February 2021.

Memory Rudolph ([*Embassy Suites*](#)) – We don't really have any updates. We've been slowly seeing increases, especially because of the fire. Our pool is open, breakfast is open, and gym is still closed. Seeing when things can open because we want to open evening reception. I will update when we know more.

Marilyn – Thank you again for joining us on this call today – always happy to see you. Continue to stay healthy and safe. Please call or email me if you have any questions, I'm here to help. I look forward to seeing you next time.

UPCOMING MEETINGS

- Tuesday, September 1
- Tuesday, October 6
- Tuesday, November 3