



Tourism Bureau Meeting Agenda (via Zoom)
September 3, 2020 - 12:00 p.m.

ATTENDEES

Laina McFerren (Wolf Creek Brewery and Restaurant); Beth Heiserman (Reyes Winery); Jo Anne Hilario (Holiday Inn Express); Memory Rudolph; John Lucewich (Canyon Theatre Guild); Ari Larson (Fillmore Chamber of Commerce); Maria Christopher (Heritage Valley Tourism Bureau); Danny Efron (Hilton Garden Inn); Charlene Spiteri, Jennifer Wampler (The Gentle Barn); Sahara Powell (Hollywood Burbank Airport); Ginger Hoolahan (Six Flags Magic Mountain); Doug Minnick (Double Trouble Wine Room); Margi Bertram (Hart Museum); Memory Rudolph (Embassy Suites); Pat Downing, Evan Thomason, Marilyn Sourgoose, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

- **Local and regional ad campaigns**

Our local and regional ad campaigns have started. The local campaign is meant to encourage residents to explore their own city. The regional is aimed towards the drive market. They'll be running for two and half months. You'll see them around, but you can also see them attached on the agenda.

- **Ice rink**

The City will be purchasing the ice rink at a cost of \$14.2M. It's exciting and will be generating a lot of room nights, for that aspect, we are pleased.

- **Metrolink – “Explore Southern California”**

Metrolink is going to be launching a new campaign called “*Explore Southern California*” (starting on September 28th). They're working on new photography and creating lifestyle style videos (vs. instructional videos) that give people the (360) experience of taking the Metrolink – they'll explain things like – where to park at a station, how to buy a ticket, how do I know what stop is mine, and things like that. They will also be creating an “*Explore Loyalty Program*” where they will list participating businesses on a webpage. From my understanding, it's much like our Visit Santa Clarita special offers/deals page – if the business provides a special or discount, they can be listed (to take advantage of the deal, people would need to show their Metrolink ticket). We will be talking with Metro soon about ways we can help cross promote. This is a great opportunity for people to come into our area. metrolinktrains.com/explore/newhall

- **US Travel website**

VisittheUSA.com provides information and tips to those planning on visiting the USA. We've been working with them to create a landing page for Santa Clarita and hope to have it up and running in the next few months. We'll have an enhanced City Page – our featured content will be translated (Markets include: India, Australia, Sweden, Canada

(French and English), Korean, Japanese, Portuguese, Spanish (Mexico, Columbia, Chile), German, China simplified.) It will list 3 fun facts and things to do.

- **Bus wrap**

We're getting a bit closer to the Visit Santa Clarita bus being ready to be wrapped. Just wanted to share the latest mock-up. We do have to make a change – we aren't allowed to put "wine" on the bus so we'll be updating that. Hopefully we'll see the wrapped bus rolling around in the next couple of months.

- **Visitor Guide**

By now you should have received the rate card for advertising in the 2021 visitor guide. If you have any questions, please let us know. As always, we're asking you to share any great photos you have that we can consider using in the new guide.

- **Special Events Listing**

When double checking some of the events – some that we had seen confirmed dates for are now no longer on the schedule (like Spartan) – as we know things are still ever changing.

MEMBER UPDATES

Ben Brown (*Taste Pro*) – (emailed updated) Things are status quo with TastePro given the pandemic. Operations are suspended until restaurants are in place whereby TastePro can provide a positive experience for guests and local businesses alike. On a positive note, we will be adding San Diego to our list of destinations when things reopen!

Desiree Wammack (*Courtyard by Marriott/Dimension Development*) - The Bistro is now open for take out at the Courtyard from 7:00 – 9:00 a.m.

Ginger Hoolahan (*Six Flags Magic Mountain*) – Unfortunately they still think that theme parks need to be closed. Six Flags has parks all over the US, Canada, and Mexico and currently have 14 parks open. As a company, that's a nice thing. We've been closed for 5.5 months. Luckily, we were able to furlough any of our full-time employees. I've spoken with many theme parks in California and they're all pretty much all furloughed. We did get a 25% pay cut, but we've been able to manage since we can't really go out and spend. We have extremely expansive safety protocols that you can see on the website. I go the park Monday through Wednesday – we've created an A team and a B team to socially distance, and if anyone gets sick, we'd still have a separate team. We've only been back the last two months and we've been doing a lot of painting. It's been interesting because we're painting in 100-degree weather and just repainting a lot of the bars in the wait lines. It's going to increase experience when people come back. Fingers crossed that we get to open soon. Debbie will no longer be working on tourism – she's still at the park, but now she's with special events so you can still reach out to her if you want. I've talked to a lot of our partners like LA Tourism, Visit California, and Brand USA and they've let 70% of their staff go. They're saying that everything is about domestic travel. LA Tourism is having a "Staycation" campaign that is promoting people to stay in their own city. Our last president, Neal Thurman, made a big life change and moved across the country and is now with Busch Gardens Tampa Bay. Don McCoy is our new park president. He's been with Six Flags for many years. He came from our park up north, Six Flags Discovery Kingdom.

Margi Bertram (*Hart Museum*) – Nothing new to report. Yesterday we did start an ongoing project. We have the down time to work on conservation/preservation. We have 12 buffalo coats that are stored in big heavy boxes. Like Six Flags, we're using this time to get better for when we start getting visitors again.

Jennifer Wampler ([*The Gentle Barn*](#)) – (Introduced Charlene Spiteri). Charlene will be coming to these meetings from now on. I'll pop in occasionally because I really like them. I'll be doing most of the talking today and Charlene will take over next time. We're doing well, but we have had a loss of profit. We are doing Gentle Drive-Thru on Sundays. We've increased our time: 10:00 a.m. to 2:00 p.m. Coming up we are going to have a Haunted Barn Drive-Thru experience. We're turning our healing center into a haunted farm and hopefully the kiddos will be able to get candy. The event might also include going down to our main property. It'll take place October-November. We are also going to start up our gentle classroom experience.

Sahara Powell ([*Hollywood Burbank Airport*](#)) – We don't have a whole lot new going on. There has been a slight uptick in travel, it's the last summer haul. Domestic travel is huge right now so we've seen a boost because of that. Summer is coming to an end and numbers will go down again. We're doing everything we can to keep passengers as safe as possible -- with our PPE vending machines and distance markers.

John Lucewich ([*Canyon Theatre Guild*](#)) – (1st time attending) The theatre has been closed since March and our revenue is down by 90%. Our youth workshop has completely been transformed to an online platform. Kids get the opportunity to get acting and singing techniques. There were two shows that were two weeks from opening in March, but never opened. They were moved to May, then June, then September, and now October. The way that things are looking, our Christmas shows may not happen, but we're hanging in there, doing alright. This fall, we will be expanding and hosting improv classes for kids and script writing on top of our homeschool workshops. We're really big on the community and have been fortunate enough to be able to develop shows. We're trying to refurbish some things. It's been an experience and I look forward to provide entertainment to the community. If you know of any kids interested in our workshops, send them over to Canyon Theatre. It's a great opportunity for them to learn theatre.

Laina McFerren ([*Wolf Creek Brewery and Restaurant*](#)) – It's been an interesting 5 months with the restaurant and the brewery. The brewery is closed for onsite consuming. The state has allowed breweries to open, but the county has put stricter regulations. We were open for a very brief three weeks in June. The LA Breweries Guild is working hard with the LA Board of Supervisors to try to get us open. We've been classified as "bars" and that's why we can't open. Other than that, the restaurant has been busy with our patio, and our drive-thru installed in the back for pick up. We're waiting for news so we can open up more.

Jo Anne Hilario ([*Holiday Inn Express*](#)) – No updates to report at this time.

Ari Larson ([*Fillmore Chamber of Commerce*](#)) – We're excited that we're getting a Sonic in Fillmore! It should have opened already, but COVID has delayed it. Not sure what the grand opening will look like. Banner Chevrolet is taking over William L. Morris Chevrolet which had a café/restaurant that they want to reopen. A Love Truck Stop will be opening up on the west end of town. There will be a restaurant there – maybe an Arby's. The city is looking into getting broadband internet. Our Census 2020 is at 70%. I am running for Fillmore City Council!

Danny Efron ([*Hilton Garden Inn*](#)) – Not too much to report. Our meeting rooms have been doing very well thanks to law firms. September looks very slow right now.

Pat Downing ([*City of Santa Clarita – Arts & Events*](#)) – The Marathon was canceled, but will be back full-strength next year. We have lots of virtual events: bingo, run series (completely different from the marathon), western escape room (online) and our Arts & Crafts show will be

virtual. Modifying Main Street and River Rally. We're also having a haunted drive thru at The Centre on October 30th.

Doug Minnick (*Double Trouble Wine Room*) – (1st time attending) Happy to be here! I kept meaning to join one of these meetings, but something always came up. We're completely shut down – all we can do is sell bottles. Our story is very similar to Laina's. We're just trying to hang on and hope they let us open back up soon.

Maria Christopher (*Heritage Valley Tourism Bureau*) – For those of you who don't know, Heritage Valley is a scenic and historic place that you drive through to get to Ventura using the 126. We're pleased that outdoor experiences are expanding. Fillmore & Western Railway is opening this weekend as well! They're having their Weekend Scenic Train on Saturdays and Sundays. They are operating like similar trains in the state. They will only be using outdoors cars. With the 100-degree weather, who wouldn't want to be zipping down the tracks? It's like riding in a convertible with the top down. We also have our StarLite Balloon Flights in Santa Paula. Lake Piru is open again for camping. Museums have chosen not to open for outdoor visits, but are doing virtual events and for some of them you can go down to the museum to get a goodie bag. At Rancho Camulos, we're doing maintenance. We tore down the arbor and are rebuilding it – all with volunteer efforts. Bennett's Honey Farm is still going strong. Sad news, this is the last weekend for Elkins Ranch Golf Course. Restaurants are doing outdoor dining, like El Pescador and 126 Flight Café. It's cool to get out to grab a bite to eat because it's a lot cooler in Heritage Valley than in Santa Clarita. Camping in Ventura is fully booked, but they occasionally have cancelations, so check it out. We're looking to promote more interactions with nature. Santa Clara River Valley is a river experience in Santa Paula. We have nature trails. Hopefully the people who stay in your hotels take a trip down to the Heritage Valley.

Beth Heiserman (*Reyes Winery*) – Reyes is closed. We're only open for pick up. Working on Zontini with Zonta to help prevent human trafficking. We're asking local businesses to put a sign in the restrooms with information on how to get help if they are on a bad date or in danger of trafficking. Will give you all more information soon. Zonta will also be hosting their annual Lunafest. It will now be a drive-in movie experience. Happening on September 26 at Castaic Lake.

NEXT MEETING

October 6, 2020