



Tourism Bureau Meeting Minutes
November 3, 2020 @ 12:00 p.m.
Via Zoom

ATTENDEES

Tom Clearwater, Imee Delos Santos (Hyatt Regency); Jo Anne Hilario (Holiday Inn Express); Taylor Irving, Memory Rudolph (Embassy Suites); Sahara Powell (Hollywood Burbank Airport); Danny Efron (Hilton Garden Inn); Josh Carsman (Fillmore and Western Railway); Ray Robledo (Prancers Farm); Marilyn Sourgose, Evan Thomason, Pat Downing, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

- Conferences
 - *CalSAE Seasonal Spectacular* (California Society of Association Executives) conference – December (virtual)
 - *TEAMS '20* – successful conference. Thank you to Memory and Jo Anne for being on the calls with us and not only representing your specific properties, but also Santa Clarita hotels in general. We had 40 scheduled 1:1 meetings with sport event producers. Some of the most promising:
 - USA Artistic Swimming, International Slow Pitch Softball, CA State Games (bike, skate, ice rink), LAX USA (lacrosse), Long-distance skate boarding, Rugby, football, basketball tourney, NAIA (track & field), Stunt (competitive cheerleading stunts)
 - Ice Rink
 - USA Hockey (youth nationals)
 - Bonspiel – curling (arena nationals)
 - National Collegiate Wrestling

There was a lot of excitement for the ice rink. Along with it being used for traditional ice sports, we will be able to use for bigger things because we will be able to cover up the ice. Our department recently toured it and they are rewiring everything with high speed internet. We already have film inquiries.
- Updates from the Business Development office
 - Old Town Newhall:

The Newhall Crossings project is 100% leased and 70% occupied for the residential units. The first-floor of commercial units is 70% leased, with only three units remaining. Some of the tenants include Victory Public House, Rustic

Burger House, Pops Artisanal Creamery, Maginn's Irish Pub and The Loaf Japanese Bakery & Café. Additionally, Laemmle Theatres is ready to open when Los Angeles County health orders permit indoor operation of movie theaters.

- Two New Amazon Facilities:
Amazon is coming to our community. The online retail company has leased a 100,000 square-foot building in the Center at Needham Ranch and a 155,680 square-foot building at the IAC Commerce Center. With Amazon's two new distribution centers comes the promise of new job opportunities and overall economic growth for our community.

- 2020 Santa Clarita Small Business COVID Relief Grant Program:
Over 180 local businesses applied for the one-time COVID-related expense reimbursement program. Businesses will be notified if they were selected or not during the second week of November.

- 2020 Special Events
 - There weren't any changes to the Special Events list, it was not included.
 - The Canyon is doing car concerts, they just got their Temporary Use Permit (TUP). The initial interest was to put on the event on the east side of the mall, outside of where they are located.

MEMBER UPDATES

Margi Bertram ([Hart Museum](#)) – No new updates – still working on the collection. No opening date yet.

Jo Anne Hilario ([Holiday Inn Express](#)) – No new update. We are still upgrading the lobby – it's the only thing left. Everything is business as usual. Looking for personnel for new property.

Sahara Powell ([Hollywood Burbank Airport](#)) – Not too much going on. There's still a slow and gradual increase in passenger traffic. September's numbers were similar to August, we saw about 3,000 passengers. We set up new germ guards in Terminal A and B in the TSA line. Now there will be a barrier to protect passengers from an adjacent passenger when they are in line.

Patrick Downing ([City of Santa Clarita](#)) – We just had our Haunted Drive Thru. There were 2,000 registered vehicles and with a 4 people average per car, we had about 8,000 come through. We also had the Scarecrow Alley at the same time. It was a really fun event. Thank you, Hollywood Burbank Airport, for donating and thank you everyone who helped us out. We handed out 2,000 goodie bags.

Josh Carsman ([Fillmore and Western Railway](#)) – It's been a rough go, but we're back on track! Thank you guys for helping us and keeping up with what we are doing. We got some great stuff going on. We just wrapped up the Pumpkinliner and it was a success. Ray, who is on here, is the marketing director for Prancers Farm. We partnered with them for the Pumpkinliner. They are new to the area. They are a 30-acre farm, like Underwood Farm – if you've heard of them. Prancers has fun activities like pony rides, livestock, barrel rides, a hay pyramid – it's unbelievable what Ray has done. They are located right next to Loose Caboose, which is where

we usually stop. Check out the farm, they also have fruits and vegetables and they're right along the 126, you can't miss them. We're working on partnering with Prancers again for a Holiday Express Day train so you can go out and get trees. We are reimagining our North Pole Express to make sure its COVID safe. We're looking for a way to get people off the train and explore a winter wonderland. Check out our website, we have bookable trains available right now.

Ray Robledo ([Prancers Farm](#)) – Nice to meet everyone, thank you for including me. We have a lot of customers from Santa Clarita. We have a pumpkin patch and we're trying to figure out a winter wonderland with Fillmore and Western. Glad Josh invited me. We are family-owned and operated. You can find out more about us on our website and socials, under Prancers Farm.

Danny Efron ([Hilton Garden Inn](#)) – It's kind of quiet here now. We've been surviving pretty well. It's slowing down and we're taking advantage of it and adding things to the rooms. November is usually a slow month. We're seeing how strong we can finish the year. The health department has been here twice. Meeting space has been booked the entire month of October. We've been doing good even without Chris - she took a month off to go to Mexico. Restaurant is still closed, but we did open it up for catering an event, everything was to-go. If anyone has an event, or knows anyone, our meeting rooms are open and health department approved. The pool is also open.

Tom Clearwater ([Hyatt Regency](#)) – This is my eighth week. I transferred here from Newport Beach. I found a place to live, so I am an official resident of Santa Clarita. It has been a busy 8 weeks. I'm surprised at the level of activity. The team is great, facility is in good shape. Our meeting rooms are also open.

Memory Rudolph ([Embassy Suites](#)) –Don't have too many updates. We're trying to survive budget season. If you need anything from any of us, please let me know.

Evan – For those of you who don't know, I'm also in charge of the Film Office. We just had our second-best October ever with 55 permits. Disney is booked until March. There's a large studio project – 93 acres and 600,000 square feet of studio space, located at 13th Street and Railroad. The Signal article came out today. We already have 30 sound stages, and this project will be adding 20 more. It's exciting news for filming in Santa Clarita. The City recently did the [State of the City](#). You can watch the whole thing on the City of Santa Clarita Facebook page. Each of the council members updates us on big projects happening in the City. It's about an hour long, it's great to watch to see what's going on.

NEXT MEETING

Tuesday, December 1, 2020 @ 12 p.m.