



Tourism Bureau Meeting Notes  
January 5, 2021 @ 12:00 p.m. (via Zoom)

### ATTENDEES

Imee Delos Santos (Hyatt Regency); Tami Stephens (Congressman Mike Garcia); Sahara Powell (Hollywood Burbank Airport); John Marquez (Santa Paula Chamber of Commerce), Margi Bertram (Hart Museum); Jerry Certonio (Six Flags Magic Mountain); Memory Rudolph, Cassandra Finch (Embassy Suites); Maria Christopher (Heritage Valley Tourism Bureau); Kris Hough (Senator Wilk); Evan Thomason, Marilyn Sourgoose (City of Santa Clarita)

### WELCOME

Happy New Year – grateful and happy to see everyone! Evan and I are looking forward to continuing to work with you in the coming year.



We would like to acknowledge a loss at one of our tourism bureau members – Wolf Creek Brewery. Sadly, Laina’s husband, Rob McFerren, passed away on December 30<sup>th</sup>. He was a pioneer brew master in our area that was beloved, well-respected and will be deeply missed. Our thoughts, our prayers and our deepest condolences go out to Laina, their girls and the Wolf Creek family. In lieu of flowers, please consider donating in Rob’s name to Bridge to Home SCV, The Child & Family Center or LA Brewers Guild. Again, our deepest sympathies to Laina and the Wolf Creek Family.

### TOURISM OFFICE UPDATES

#### **2020 Highlights**

While 2020 was extremely trying, we just wanted to bring up a few highlights from the year:

- Trackable hotel room nights started off strong in the first 2 months with 5 events creating **977 trackable room nights** – a great start for us.
- **Filming picked up** and **new studios** began building.
- The City purchased the **ice rink** and improvements are being made – opening later this year.
- **Good traction at virtual trade shows:**
  - TEAMS '20 - sports event planners
  - CalSAE – meeting planners (thank you to Cassie-Embassy and Imee-Hyatt for participating in last month’s meetings).

Though in-person meetings/events are not really happening right now, we are staying top of mind – people are interested in bringing their events to our area.

- **Newhall Crossings** was completed. We look forward to these establishments being in Old Town Newhall, which will draw more visitors to the area: Victory Public House, Rustic Burger House, Pops Artisanal Creamery, Maginn’s Irish Pub, The Loaf Japanese Bakery & Café and XRO Fresh Churro Bar. Laemmle Theatres is still ready to open when health orders permit.
- **Trek Bike Park of Santa Clarita** opened
  - Free and open to the public 365 days/year from dawn until dusk (weather permitting)
  - Located along the hills at the top of the Santa Clarita Sports Complex
  - 4 different mountain bike trails ranging in level of difficulty, 3 different pump tracks (beginner to intermediate/advanced), BMX Track – 1,200+ ft of track

We’re looking forward to the good, positive things 2021 will bring.

#### **Meetings**

- For now, we’ll continue to hold monthly meetings via Zoom (1<sup>st</sup> Tuesday/each month)

#### **Conferences/Trade Shows**

- Visit California Outlook Forum: is virtual and FREE to folks in the tourism industry this year (February 18-19). Get insights on latest trends, marketing tactics and research)  
<https://industry.visitcalifornia.com/events/current/outlook-forum-2021>
- Connect Sports
- IPW – virtual in September
- RCMA (Religious Conference Management Assoc.) – date tbd
- CalSAE (California Society of Association Executives) - December
- If there are other conferences/trade shows that should be on our radar, please let us know

### **Special Events**

- Potential events: Legends Soccer (new – March), Flag Football (November – held event here 2 years ago), CA Beer Fest (Boots & Brews/Tacos & Tequila)
- Other possibilities: Spikeball and International Slow Pitch Softball

### **MEMBER UPDATES**

**Memory Rudolph ([Embassy Suites](#))** – happy to be out of 2020 - looking forward to 2021. Not too much to update on hotel right now. Just getting thru as much as we can. Taylor Irving, AGM, moved to Tennessee. New AGM – Shuki Koushandeh from Santa Monica, started a few weeks ago.

**Imee delos Santos ([Hyatt Regency](#))** – no update – wishing everyone a good 2021!

**Sahara Powell ([Hollywood Burbank Airport](#))** – November numbers were less than October. Expect to see an incline. Numbers not finalized for December. Looking forward to the new year. Continuing to abide and navigate the ever-changing regulations. Side note – went to the Six Flags drive-thru event...it was fabulous!

**Jerry Certonio ([Six Flags Magic Mountain](#))** – The Holiday in the Park Drive-thru Experience continues nightly thru Sunday, January 10<sup>th</sup>, then Friday thru Sunday until January 31<sup>st</sup>. Have had record sell-out nights. Happy to see the smiling faces thru car windows. Currently talking and brainstorming ideas. Hopefully on next month's call we'll have some other drive-thru event news to share.

**Maria Christopher ([Heritage Valley Tourism Bureau](#))** – moving slowly with HVTB. Lake Piru is open for day use, but not camping. Bennett's Honey is open. Member restaurants are open for take out only. Rancho Camulos will be having their annual Helen Hunt Jackson event virtually with live Q & A. March is St. Francis Dam Commemoration Month. Exhibits and presentations.

**Kris Hough ([Senator Wilkes Office](#))** - haven't started legislative session. Preparing for new session. Imagine a lot of what will come up is Covid-related. Will probably be shortened. Interesting time. Here in district – Kris still here. People who need help with red tape (EDD, DMV and such – Kris is handling issues/calls/SoCalPSPS). Can answer questions and assist in solving problems. Took granddaughter to SFMM – had fun in line. You did such a good job of getting people thru

**John Marquez ([Santa Paula Chamber of Commerce](#))** - All museums still closed. Art museums are doing more virtual events including bag activity give-aways. The California Oil Museum is closed for the foreseeable future. SP Chamber is partnering with the City of Santa Paula to do more virtual events. Will create more videos to promote businesses. Downtown Santa Paula is going thru a revitalization for next two years. Creating a murals tour (have over 25 in community) – historical/modern/contemporary. Working with a few new artists. Forming new arts consortium.

**Tami Stephens – ([Congressman Mike Garcia's Office](#))** – office extremely busy. Lots will be happening this week. Congressman sworn in. We are here for folks in district. Can help with Federal agencies. Stimulus checks are starting to go out. Here to help...SBA issues, etc. please reach out.

**Margi Bertram ([Hart Museum](#))** – lock down has slowed some of the projects we were working on. I'm the only one allowed on site for now. Collection work has had to stop. Continuing to wait.

### **NEXT MEETING**

Tuesday, February 2 @ noon via Zoom

