



Tourism Bureau Meeting Notes  
February 2, 2021 @ 12:30 p.m. (via Zoom)

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### **ATTENDEES**

Margi Bertram (Hart Museum); Jasmine Foster (College of the Canyons); Jerry Certonio (Six Flags Magic Mountain); Tom Clearwater, Imee Delos Santos (Hyatt Regency); Jo Anne Hilario (Holiday Inn Express); Danny Efron (Hilton Garden Inn); Audra Cheney (Westfield Valencia Town Center); Memory Rudolph, Billy Dye (Embassy Suites); Tami Stephens (Congressman Mike Garcia's Office); Beth Heiserman (Reyes Winery); Kris Hough (Senator Wilke's Office); Alex Porlier, Garrett Wedel, Patrick Downing, Evan Thomason, Marilyn Sourgoose, Lourdes Vallin (City of Santa Clarita)

### **WELCOME**

***Thank you for joining us on yet another Zoom version of our Tourism Bureau meeting*** – Thank you to Sara at Wolf Creek for working with me to coordinate today's delicious lunch. With take-out allowed and now, outdoor dining, please consider supporting our local restaurants (in whichever way you feel most comfortable) – especially our Tourism Bureau members – Wolf Creek, Salt Creek and Egg Plantation. I'd like to welcome a few people who are joining us for the first time today:

- Liann – Director of Sales for SpringHill Suites Santa Clarita Valencia | Residence Inn
- Shuki – who joined Embassy Suites by Hilton Valencia as the new Assistant General Manager
- Lance, who is the new Director of Sales for the Hyatt Regency Valencia

### **TOURISM OFFICE UPDATES**

- **Tourism Website/Social Media/e-Newsletter**

Below are our numbers for our social media channels in comparison from last year to this year. Our followers on most of our platforms have increased. We'd like to encourage you to please follow us from your organization's account as well as your personal accounts. Lourdes does a great job of preparing our posts each week. Please like our posts, share them, comment on them. Doing this helps our exposure and helps increase our numbers. When you have any upcoming specials or if you have something you want to highlight, let us know – send us photos and verbiage and we'll help promote it on our channels.

- **Website:** VisitSantaClarita.com
- **Facebook:** Facebook.com/VisitSantaClarita – 31,432  
(Feb. 2020 = 31,370; 2019 = 30,118; 2018 = 28,591)
- **Twitter:** @SeeSantaClarita – 4,513 followers  
(Feb. 2020 = 4,599; 2019 = 4,340; 2018 = 3,955)
- **Instagram:** visitsantaclarita – 4,767 followers  
(Feb. 2020 = 3,677; 2019 = 2,440; 2018 = 1,829)
- **Newsletter:** bi-monthly – 10,509 recipients  
(Feb. 2020 = 8,699; 2019 = 3,232)

- **Visitor Guide – reprint**

We are planning on doing a "reprint" of sorts of the visitor guide. Removing businesses that have closed and keeping existing ads and adding new ads, creating a COVID page. We'll do a small run then see how things change later in the year.

- **Tourism Bureau Membership Dues**

Membership dues for 2021 have been "frozen" for the year.

- **Miscellaneous Updates**

- **Micro Transit – Alex Porlier**  
Some of you may have seen this in the past, as it launched back in March for about two weeks. [Go Santa Clarita](#) is an on-demand transit service, like Uber or Lyft. It will operate in the Fair Oaks Canyon Country area to Newhall. You can call a van straight from your phone for a flat rate of \$2, but it will run for free this February. It's ADA compliant, cheap, and dependable. We're still working on updating the program so if you have any questions or suggestions like expanding our locations, please contact Alex at [aporlier@santa-clarita.com](mailto:aporlier@santa-clarita.com).
- **Ice Station**  
No public update yet and no opening day yet, but we are thinking sometime in spring – it depends on the County. We don't know when tournaments will be allowed. They recently replaced the chiller, which is what keeps the ice frozen.
- **[Round 2 of State's COVID-19 Relief Grant Program](#)** opened today (closes 2/8) grants between \$5,000 to \$25,000. Please see the link for details on eligibility and the application process.
- **2021 Special Events**  
List has been updated with events that we've seen have dates listed on their website. Of course, these dates could change, but as of last week, these were the few that we saw dates for: Grace Community Church's Shepherd's Conference; Rugged Maniac, CA Beer Fest doesn't have dates, but in talking to the event producer, they definitely want to bring their events back as soon as they are able to.

## **MEMBER UPDATES**

**Margi Bertram ([Hart Museum](#))** – Continue to be closed. My independent contract has been extended to May 31, so I will be around for a few more months.

**Jasmine Foster ([College of the Canyons](#))** – Just wrapped up winter, which was surprisingly high-enrolled. Spring semester will start on Monday. Campus is still closed. We only have our culinary, sheriffs, and welding students on campus, as the county has allowed us to do so because of the subject. Our School of Personal and Professional Learning has free classes for certificates – most are 8 hours or so. It's great to see everybody, hope everyone stays well.

**Jerry Certonio ([Six Flags Magic Mountain](#))** – We are still closed with no opening date in sight. We have people with authorities to see our possibilities. Just finished Holiday in the Park – it was well received. We are looking for opportunities to open up like that, but nothing that I can share for right now.

**Pat Downing ([City of Santa Clarita](#))** – We have a bunch of things on hold. Waiting for guidance from City Manager's office.

**Tom Clearwater ([Hyatt Regency](#))** – Want to introduce Lance, our new Director of Sales.

**Lance** – Great to be here, it's so nice to meet you all!

**Audra Cheney ([Westfield Valencia Town Center](#))** – Al fresco dining has opened and we're doing a big push to support our restaurants. Working on shutting down Center Drive so the restaurants can spread out to the street. The food court is open, but dining inside the mall is not allowed. We do have a dining terrace right outside, near Slater's 50/50.

**Jo Anne Hilario ([Holiday Inn Express](#))** – We are renovating the front office area and is expected to be done in two more weeks. Holiday Inn will be ready in a few months.

**Beth Heiserman ([Reyes Winery](#))** – We were able to open up last week. Reservations are required and you can make them right on the website.

**Kris Hough** ([Senator Wilkes Office](#)) – We're here working. You can always call me if you need help with anything. I can refer you to someone or help you myself.

**Tami Stephens** – ([Congressman Mike Garcia's Office](#)) – I work with the federal side of things. We are here for folks in district. Can help with Federal agencies. Here to help...SBA issues, etc. please reach out.

**Maria Christopher** ([Heritage Valley Tourism Bureau](#)) – I'm with Heritage Valley Tourism Bureau, if you don't know where that is, it's everything between the City of Ventura and Valencia. I personally represent Rancho Camulos. Breaking news – Fillmore and Western Railway will resume their train, The Western Scenic, on Saturday. The event is four hours, socially distanced, in the open air, and will be every Saturday in February. In Heritage Valley, March is St. Francis Commemoration Month and usually have exhibits and events. Lunch was great, almost like old times.

**Danny Efron** ([Hilton Garden Inn](#)) – Hi everyone! I missed the last two meetings and I'm glad to be back! Lunch was great. It's been kind of slow. We're working close with LA County and getting used to health inspector visits every couple of weeks. It's been pretty quiet here.

**Lianne Riban** ([Residence Inn/Springhill Suites](#)) – We are hiring! If you know anyone looking for a job, let them know you can find everything on our website. We're hoping to be done soon, maybe March. We will invite everyone for a tour when we do open.

**Memory Rudolph** ([Embassy Suites](#)) – Thank you so much for lunch - we all enjoyed it. Not too much to report. Shuki is our new Assistant General Manager, hope you meet her soon. If you need anything, we're here for you.

#### **NEXT MEETING**

Tuesday, March 2 @ noon via Zoom