



Tourism Bureau Meeting Notes
March 2, 2021, 12:00 p.m.
via Zoom

ATTENDEES

Sue Ann Gabriel (Agua Dulce Winery); Margi Bertram (Hart Museum); Lance Deutschman (Hyatt Regency); Clayton Strahan (); Jo Anne Hilario (Holiday Inn Express); Sahara Powell (Hollywood Burbank Airport); Beth Heiserman (Reyes Winery/Zonta); Greg Laemmle (Laemmle Theatre); Ari Larson (Fillmore Chamber of Commerce); Billy Dye, Memory Rudolph, Shuki Koushandeh (Embassy Suites); Danny Efron (Hilton Garden Inn); Kayla Marquez, Garrett Wedel, Chris Page, Marilyn Sourgoose, Evan Thomason, Lourdes Vallin (City of Santa Clarita)

WELCOME

Thank you for joining us– as always, we are happy to see you all and thank you for taking the time to be with us today and share what’s happening with your businesses.

I’d like to welcome these folks who are joining us for the first time today:

- SueAnn, handles Member Services for Agua Dulce Winery
- Clayton Strahan, Senior Park Services Officer at Lake Piru

TOURISM OFFICE UPDATES

• **Special Offers**

- I sent an email yesterday letting everyone know that we are now listed on the Discover Los Angeles staycation page. This Discover LA campaign #LALove is geared toward Los Angeles locals and encourages them to staycation and travel responsibly, when they are ready, to help the local economy. This site has links to the safety protocols that businesses are taking as well as their special offer. The link for us goes to our special offers page. If you have an offer on this page, please review it and let us know what changes you need us to make and if you want us to add an offer for you, please send us a photo and the details and we’d be happy to put that together for you.
- Discover Los Angeles (#LALove) <https://www.discoverlosangeles.com/lalove>
- Visit Santa Clarita <https://visitsantaclarita.com/things-to-do/special-offers/>

• **City Cinemas, presented by Logix Federal Credit Union**

- The City has created a drive-in movie experience called City Cinemas, presented by Logix Federal Credit Union. Events will be held every 3rd weekend of the month starting this month. Events will be held at East Walker Ranch and the cost is \$30 per vehicle and includes a goodie bag. Link @ City’s FB page (buy tix thru Eventbrite)
 - March 19 & 20 at 7:30 p.m. – “The Greatest Showman” (SOLD OUT)
 - April 16 & 17 at 7:30 p.m. – “Tombstone”
- To help drive business to some of our local restaurants/wineries/breweries that offer food, a webpage is going to be created that will list restaurants that offer Family meals or meals for 2 people - whether it’s a special that the restaurant creates for this event or if it’s something that’s already existing, please just let us know and we’ll add it to the site. There is

no cost to you, we just want to help drive business to our local businesses. We will promote via social media and would like for you to help by cross-promoting across your channels. Chris Page, who is one of my counterparts in our division, oversees Business Sponsorship. If you have any questions, please just reach out to me or Chris.

Chris Page – We will not have food trucks on site. We are encouraging people to take their own meals out there. This will run through June, but there is a great chance that it will be extended past June. Let us know if any restaurants to promote.

- **Visit California Outlook Forum**

I hope some of you had the opportunity to check out the Visit CA Outlook Forum, but if you didn't, it's available for everyone to watch in its entirety through March 31:

<https://industry.visitcalifornia.com/marketing-communications/outlook-forum>

- Different tracks: Innovate, Disrupt, Rebuild, Future Forward. They had sessions on things like storytelling on social media, harnessing the power of online reviews and rebuilding customer relationships.
- Probably the one most relatable track for this group was the Future Forward Track
- They also talked about how they are focusing/competing for domestic and in-state travelers (as we've talked about before, ROAD TRIPS are going to be a big thing). You can watch their spring ad campaign and hear about their fall campaign "Calling All Californians"
- Check it out when you have a chance. Again, it's AVAILABLE THRU MARCH 31

- **Hotel Security Meeting**

- We had a hotel community meeting regarding a few issues with the Sheriff's Department. It was great, there were quite a few hotels that attended. Marilyn emailed the handouts to everyone.

- **Advertising**

- Hollywood Burbank Airport – This year, with passengers down, we had the opportunity to expand our ads to three displays and a video wall.
- Digital Campaigns – We normally do a big online advertising campaign but we put it on hold because of the pandemic. We will be doing a digital campaign starting spring and running through the summer – by then, hopefully Six Flags Magic Mountain will be open.
- Tourism Bus – Wrapped and rolling! Our commuter bus has been officially rewrapped last week. It's a 48-foot billboard that drives around town and the west side, including Century City.

- **Santa Clarita Ice & Entertainment Update**

- The new name will be unveiled - ASEC and the Los Angeles Kings will run, but the City owns. It's almost ready and is a pretty impressive facility. Maybe we can plan for an early viewing for bureau members. This will bring visitors to the area, as we are looking to leverage the bigger ice rink for larger events - we are looking into getting a floor coverings so we can use it for fencing, taekwondo, wrestling events. It's a nice amenity to have people come to the area.

- **2021 Special Events**

- The list has been updated. Grace Community Church (Sun Valley) canceled their in-person Shepherds Conference. The past few years we'd had a few hundred hotel rooms

from it. Hopefully it'll return next year. If you know of any events that aren't listed here that we should have on our radar, please let me know.

MEMBER/GUEST UPDATES

Clayton Stahan (Lake Piru Recreation Area) – We are about 18 miles from Santa Clarita. We have 238 campsites, a swim area, a day-use park and picnic area. People are transitioning out of COVID life and there has been an increase in outdoor visitation. People who have never been out exploring the outdoors are now visiting the outdoors because that's all that was available. We are looking at upgrading our facilities and new improvements in our parks. Open-air camping is a thing of the past, younger millennials like on-site accommodations, glamping. You can now make online reservations on our website (ExploreLakePiru.com). On January 1 the United Water Conservation District took over the functions of the park and there has been an increase in visitation. We are an older park and been around since the 50's – not a lot has changed since then. We are one of the only lakes in Southern California that allows people to swim in the lake. We recently opened the Pothole Springs Trailhead parking area, after many years of working with the U.S. Forest Service. This trail allows access to the Los Padres National Forest, residents are allowed free access. This is one part of the Condor Trail that will run up to the central part of the state.

Jerry Certonio (Six Flags Magic Mountain) – (via email) A specific opening date has not been determined, however Six Flags Magic Mountain is in preparation mode and working closely with state and local officials to reopen both our theme park and waterpark. We are ready to welcome our guests back with a full complement of our world-class coasters and water attractions in accordance with the California Blueprint for a Safer Economy. The drive-thru ends March 14, it has been a special event that West Coast Customs wanted to produce. It's a pop-up, car show drive-thru. It runs Friday thru Sunday only, and just 2 weekends left.

Margi Bertram (Hart Museum) – Nothing new, just waiting for an opening date.

Sahara Powell (Hollywood Burbank Airport) – Some exciting news, we just announced a new airline, Avelo Airlines, that will have their headquarters here. There are over 150 open positions if you know anyone who is interested in working for an airline. Super excited to bring them on to the team. We are still in recovery mode. January's numbers were low as expected, same as last May.

Sue Anne Gabriel (Agua Dulce Winery) – We currently have outdoor tastings with a five-flight tasting to enjoy on our 90 acres of land. We also have virtual tours on Zoom. We have a lot of updates on our website.

Lance Deutschman (Hyatt Regency Valencia) – No substantial updates. Opening date for Greater Pacific is still to be determined. Business continuing to pick up. We have opened up some of the meeting space.

Jo Anne Hilario (Holiday Inn Express) – The current Holiday Inn is getting renovations: lobby, business center, gym - it will be probably be done by the end of March. We're getting some traffic on the weekends because of Six Flags. I'll let Lianne give you more information.

Lianne Riban (Springhill Suites | Residence Inn) – Finished with guest rooms and will be selling reservations by May 1. If you know anyone that is interested, we are hiring.

Greg Laemmle ([Laemmle Theatre](#)) – We have a theater in Old Town Newhall. We’re ready and just waiting to be able to open. New York City is opening their theaters and hopefully the numbers in cases will go down, and with the vaccines rolling out – we’re hopeful. When we open, we will be at 25% capacity so there will be some limitations.

Danny Efron ([Hilton Garden Inn](#)) – Right now we have our blood drive going on, so our lobby is busy. Our meeting rooms are sold out for the month of March - March looks really good right now. Thank you for the presentation yesterday.

Beth Heiserman ([Reyes Winery](#)) – We are open on the weekends, 11 a.m. to 5 p.m. Reservations are not required, but we ask that they are made to help us out. We have \$12 for a flight of 7 and rotate the wine monthly. We’re looking at opening up on Main in June or July. There was a lot of work done the past two weeks. I got to see photos and it was neat to see the tasting room. Slowly things are happening. Exciting! Hopefully we get to do more soon. We plan on starting up the Saturday hikes maybe in the fall, right around harvest. Zonta has been doing their workshops like How to Start a Business. You can find the LIVE workshops on our [Facebook page](#). On March 13th we have another workshop. We’re excited about those. We’re starting a program to bring awareness to human trafficking with buses in town.

Memory Rudolph ([Embassy Suites](#)) – We don’t have anything too new to report. Occupancy is going up - exciting to see things opening up. If anyone wants to partner up or need anything we are here to help!

Ari Larson ([Fillmore Chamber of Commerce](#)) – I’ve got a few updates from Maria: Heritage Valley has designated March as St Francis Disaster Commemoration Month. Rancho Camulos is hosting a virtual highlight of the St. Francis Dam Project on March 12, via Zoom – you can find more information on the [Facebook page](#). Santa Paula will have an open house event at the Santa Paula Airport. Fillmore has drive-in movie nights, on March 12 and March 13, its \$15 per car. The City of Fillmore has more info on their [Facebook page](#).

NEXT MEETING

Date: Tuesday, April 6, 2021

Location: TBD