



Tourism Bureau Meeting Minutes  
April 6, 2021 @ 12:00 p.m.  
via Zoom

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### **ATTENDEES**

Maria Christopher (Heritage Valley Tourism); Laina McFerren (Wolf Creek Brewery & Restaurant); Danny Efron (Hilton Garden Inn); Ari Larson (Fillmore Chamber of Commerce); Sahara Powell (Hollywood Burbank Airport); Margi Bertram (Hart Museum); Jerry Certonio (Six Flags Magic Mountain); Lance Deutschman, Imee Delos Santos (Hyatt Regency); Billy Dye, Memory Rudolph, Shuki Koushandeh (Embassy Suites); Kris Sofley (Lake Piru); Patrick Downing, Marilyn Sourgose, Kayla Marquez, Lourdes Vallin (City of Santa Clarita)

### **TOURISM OFFICE UPDATES**

- **Digital Advertising Campaign** – Our advertising campaign usually runs in the shoulder season (October thru April), but with COVID it was on hold. Now with Six Flags open and restrictions changing we'll be launching the digital campaign shortly. Just wanted to share some of the creative that our ad agency came up with that we'll be running simultaneously "Play All Day/Stay Your Way" and "Breathe Easy." The Play All Day is focused on Six Flags since we expect visitors to be excited about the opening, as well as hotels. The other will feature a broader variety of activities and promote more outdoorsy content.
  
- **Summer Trolley** — We are talking with our Transit Division about starting up the Summer trolley. They are a bit swamped right now - focused on the reopening of schools and bringing drivers back from leave to operate additional trips for students. We'll be working with them to coordinate stop locations at the newest hotels. My understanding is that hotels that are adjacent to each other will have one stop (much like the Embassy Suites and Courtyard by Marriott). Will share more details when available. We will be turning to Bureau members to record a short ad that will play on the trolley...about 10-20 seconds – just a short spiel.
  
- **City Events**
  - **City Cinemas** tickets on sale now
    - Tombstone, April 16 & 17
    - Shrek, May 21 & 22
    - Goonies, June 18 & 19
  - **The Cube – Ice and Entertainment Center** will open later this month.
    - Soft opening/ribbon cutting on 4/12
    - Sponsorships available if anyone is interested – contact Chris Page at [cpage@santa-clarita.com](mailto:cpage@santa-clarita.com)
  - **Incredible Chase** starts May 1 (deadline to sign up is 4/19)
    - Looking for participant prizes
    - Video link for info: [youtube.com/watch?v=ka9fB8hACh4](https://youtube.com/watch?v=ka9fB8hACh4)
    - It would be a great marketing opportunity to encourage/sponsor staff participation.
      - \$30 for a team of two – Amazing Race style game played with various challenges throughout Santa Clarita

## **MEMBER UPDATES**

We had a successful meeting with ISPS (International Slow Pitch Softball). They came in from Miami and loved our fields. They had a homerun derby while they were out here and a few people came out and participated, socially distanced, of course. Thank you Holiday Inn Express for your help. We initially met them during the TEAMS conference and they said they are ready to bring an event when things open up here. Looking forward to welcoming them to our city.

**Kris Hough (Lake Piru)** – Don't have any updates, just here to listen in.

**Laina McFerren (Wolf Creek Restaurant & Brewing Co.)** – Not much has changed for us. Being in the Orange Tier does not change a whole lot, we still have an 8-foot distance requirement for tables. We can finally turn on our TVs at the brewery, so hopefully we get more people in for games. The governor said California will be fully opened up by June 15<sup>th</sup>, which is promising. By May, hopefully we will be able to have live music. Right now, we are open Friday, Saturday, and Sunday. We have added a small kitchenette at the brewery and have food trucks almost every single day now. The restaurant is open all 7 days of the week.

**Danny Efron (Hilton Garden Inn)** – I was able to do a solo tour with Evan of The Cube, got to see things the bigger groups didn't get to see. I see a bright future for The Cube, looking forward to that, looking forward to groups coming in for it. The hotel has been at 80% occupancy since the end of February. People are coming in for business and meetings. We kind of opened up the restaurant – we are still doing the grab n go box, but meals can be personalized. The bar will be opened next week, I believe. The pool, courtyard, and jacuzzi are set to open in about 2 weeks, we already have the approval from the health department to open. Also, just a heads up on LA County health inspections – they have been inspecting in pairs, doing it both for day and night.

**Ari Larson (Fillmore Chamber of Commerce)** – The Fillmore Aquatics Center is opening up May 21. Drive-in movies are still going on. We have A League of their Own this weekend, April 9<sup>th</sup> and 10<sup>th</sup> at 7 p.m.. Come check it out, there will be a giveaway. We'll be showing Wall-E just in time for Earth Day. It's \$15 per car and we encourage you to eat local prior to the movie. Happy to announce that the City of Fillmore is now on the Agents of Discovery app. The app combines fun and education. You should check it out, it has a bunch of different cities on there. We are working on getting a legacy board, in partnership with The Fillmore Association of Business.

**Patrick Downing (Arts & Events, City of Santa Clarita)** – Marilyn already went over a few things. If you plan on doing The Incredible Chase, sign up before April 19<sup>th</sup>. We are waiting for the greenlight to go back to normal. We will be making big announcements once things are opened up.

**Margi Bertram (Hart Museum)** – We are still closed, don't have any updates. The Natural History Museum and Tar Pits are opening up because it's easier for the, as they have more resources and people. We have special issues that we need to figure out before we open. As soon as we have anything new, I will let you know.

**Jerry Certonio (Six Flags Magic Mountain)** – We are THRILLED to be opened! We've had huge media coverage for the last 4 days. Employees and guest are happy to be back. We are only doing 15% since we're technically still in the red tier. We have lots of new tech that you can see when guests enter the park – contactless security screening (you don't have to hand over your phone and keys anymore) and a contactless temperature checkpoint. Reservations are required, we are not selling tickets the park, nor are we accepting cash at the park. Hoping to hear some good news for the water park soon. Also, we are only allowing California residents into the park right now. If you do not have a California zip code you will not be able to buy tickets.

**Lance Deutschman (Hyatt Regency Valencia)** – Big update for us: the restaurant (Greater Pacific) is open and seating at 50% capacity. With the uptick in people dining inside the restaurant, it feels like a real working hotel. Glad to hear that all the hotels in the area are doing good. We hosted the first wedding here in a long time of about 25 people. Good to see celebrations coming back.

**Sahara Powell (Hollywood Burbank Airport)** – With the latest announcements from CDC, we've seen an increase in travelers week over week. Southwest is bringing a non-stop flight to Austin, Texas – we are excited about that.

**Maria Christopher (Heritage Valley Tourism Bureau)** – Things are thawing in the Heritage Valley. Think a few weeks back I mentioned the trail in Lake Piru, well, now I personally have gone to the trail head. Was so impressed by the 5-mile drive to the actual trailhead. It's a very pretty drive in nature, I think you can see all the way out to Pyramid Lake. The Fillmore & Western Railway trains are running more trips. They had a very successful Easter season, with Prancers. Strawberries have arrived in Santa Paula, people are standing in line for them like a Costco. Rancho Camulos is open on Sundays from 10 a.m. to 4 a.m. and by appointment. Hotels, it's a good opportunity for out of towners who are looking to get away and check out the valley. Our Zoom activities are still happening. On May 1, Alex Salazar, who is a Tataviam elder is doing a presentation about the Tataviam Native village. I can a contest so keep an eye out for The MAIN's marquee on April 19<sup>th</sup>. My words and name will be up in lights.

**Memory Rudolph (Embassy Suites)** – Not too much to update on. We've been seeing an uptick in occupancy. We were able to bring back a few more employees for front desk and cleaning. We don't have an opening date for the restaurant, maybe soon because we are in the orange tier. Looking forward to getting those groups back for events at the ice rink.

#### **NEXT MEETING**

Date: Tuesday, May 4 @ noon

Location: TBD