



Tourism Bureau Meeting Minutes
May 4, 2021 @ 12:00 p.m.
via Zoom

ATTENDEES

Maria Christopher (Heritage Valley Tourism); Sahara Powell (Hollywood Burbank Airport); Margi Bertram (Hart Museum); Jerry Certonio (Six Flags Magic Mountain); Lance Deutschman, Tom Clearwater (Hyatt Regency); Ari Larson (Fillmore Chamber of Commerce); Jo Anne Hilario (Holiday Inn Express); Jessica Lancaster (Courtyard/Residence/Fairfield/Hampton); Tami Stephens (Congressman Mike Garcia's Office) Billy Dye, Memory Rudolph, Shuki Koushandeh (Embassy Suites); Alfonso Barajas, Sandra Pineda (Hilton Garden Inn); Patrick Downing, Marilyn Sourgoose, Evan Thomason, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

Just a few quick updates on the Tourism side of things:

- Economic Impact Report
 - We had a conversation with the consultant and economist yesterday. They are still working on piecing the information together. They expressed their appreciation for the information provided by the hotels and Six Flags Magic Mountain. We are hoping to see a preliminary report in the next couple of weeks. Once finalized/completed, we'll schedule some time for them present to the group.
- Visitor Guide Update
 - Waiting for a couple of ads to be updated and to hear back from a couple of people before our slight changes for the short-run reprint of last year's guide can be submitted.
 - Also, many of you worked with Heather Shrover over the past few years – she handled the ad placements/sales for Lure Creative - sadly, she passed away in February. For the time being, Mike Howren, the owner, will be the point of contact when we get ready to work on the new guide.
- Trolley
 - Our transit division is working on the trolley route and schedule
 - Aiming to have it running by around June 3rd
- The Cube
 - Is open for business (opened April 12)
 - Larry Bruyere – General Manager (Matt Dugan works closely with him)
- City Events
 - Concerts in the Park (Saturdays, July 3 - August 21)
 - City Cinemas (Shrek 5/21-22, Goonies 6/18-19)
- City Updates (Evan)
 - Costco is no longer going into Westfield, but there are other great things in the works.
 - Laemmle Theatre is open and doing great, I've been a couple times. Going to Regal later on today.
 - Maggin's Pub at the Newhall Crossings is about three months away from opening on Main Street.
 - Visit California states that the state is going to be in the Yellow Tier soon, and is to be wide open by June 15.
 - The Cube - they are renovating the entire bar area. I saw the architectural drawings and it looks great. We are using a lot of resources to make improvements. There are no in-

person tournaments, but they are fully programmed right now. Looking into doing hockey playoffs with the high school teams. There will be a viewing party outside on the big LED screen. The RFP is open for the restaurant and due May 15.

- **Special Events 2021**

- Spartan Race - we are talking to Spartan about the LA Sprint Weekend which takes place in December and brings about 6-8k people for the 2-day event. We are able to help and give them the resources to do their event here – it's not in writing yet, but we have a verbal agreement. Supporting the race is a great way to put us on the map as it's the biggest obstacle course race in the world, since they bought Tough Mudder.
- Futures Swim Meet – TENTATIVE for July 28-31. Has never been hosted here before. Sanctioned by USA Swimming (the national governing board for the sport of swimming in the United States) Typically held out of state. We will be 1 of 4 locations: Santa Clarita, CA; Huntsville, AL; Fargo, ND; and Richmond, VA. 150 teams (700-900 swimmers).

MEMBER UPDATES

Beth Heiserman ([Reyes Winery](#)) – The winery had a hike Saturday and it was successful. As soon as there is another date, we will share. The Tasting room is open weekends. Appointments not necessary. Main Street is coming along. Hopefully we will have an open date soon.

Maria Christopher ([Heritage Valley Tourism Bureau](#)) – Breaking news from the Heritage Valley: our beloved Fillmore & Western Railway have new operators. The Wilkinson's are staying a while to help with transition. It is now run by a railroad operator from Northern California that the Ventura County Transportation Commission (VCTC) has selected. They operate the Sierra Railway and they also own Fox Railway. They've been in the railway tourism industry for a long while. The HVTB Board had a Zoom meeting with them recently and they have great ideas and want to continue the tourism partnership with Santa Clarita. There are a lot of things that they still need to work out, there may even be a change in the name. Lake Piru is booming, a lot of people are interested in the great outdoors and the new trails. All the museums are now open, everything is moving ahead. Rancho Camulos is having a book signing event on May 23 in addition to continuing our Sunday tours. The Downtown Santa Paula Street Market Festival is happening on Saturday, May 8.

Jerry Certonio ([Six Flags Magic Mountain](#)) – There's great demand and Magic Mountain continues to fill reservations at the park. Will be announcing on Thursday that Hurricane Harbor will be opening May 15. Just went through national hiring week (company-wide) – trying to attract more applicants. We are hiring and training as fast as we can. Looking forward to opening up the waterpark.

Margi Bertram ([Hart Museum](#)) – Sadly, have nothing to update. No new news about our reopening.

Sahara Powell ([Hollywood Burbank Airport](#)) – A lot of exciting news! Our newest airline, Avelo Airlines, is up and running and are doing great. They are a low budget airline and have destinations that are out of the mainstream, like Yellowstone, wine country (Santa Rosa-Sonoma County) – there's a whole list of great destinations. Great for weekend getaways. Southwest is back. JetBlue will bring back their non-stop to New York in mid-June. Travel is picking up. We saw a big increase in travelers in March, compared to February. In February we had 73K and in March we had 137K. Restrictions are getting easier and people are getting vaccinated and feel more comfortable traveling.

Patrick Downing ([Arts & Events, City of Santa Clarita](#)) – Just want to mention, that the governor says things are going to open up on June 15, but here in Events, we have to wait until LA County gives us the ok. It could happen the same day, could not. Concerts in the Park are scheduled to start July 3 and run for 8 weeks, until August 21. We have cover bands for The Who, The Stones, Bowie, and more. We are

planning to do fireworks for Fourth of July – that’s exciting! Marathon to be pushed back until February 12. LA Marathon and Orange County decided to push their events on what were historically our dates.

Ari Larson (Fillmore Chamber of Commerce) – The magazine that Maria mentions is the [Business View Magazine](#). It’s a great article featuring Fillmore and you should check it out. On May 8 we will be hosting a free drive-in movie: Wonder Woman. Tickets are limited so let me know if you would like me to get you one. If you are interested, call me at (805) 794-7590. There will be a July 4th firework display. There is no seating. They are displayed in a central location, so everyone can see them. Non-profit firework booths will return throughout Fillmore where proceeds directly to them, not the city. They do not sell anything that shoots up into the air, just fountains and things that skid along the ground.

Jo Anne Hilario (Holiday Inn Express, Best Western) – New Holiday Inn Express is now open (the former Holiday Inn Express was rebranded as Best Western). If you’d like to take a tour, let me know - send me an email. Maybe we can have a meeting here at the hotel.

Memory Rudolph (Embassy Suites) – We don’t have anything to report, just pushing along as tiers change colors. Looking forward to what meetings come along. If you need anything, we are just a phone call away.

Lance Deutschman (Hyatt Regency Valencia) – We continue to see growth in business segments like rooms for meetings, events, catering and the restaurant.

Jessica Lancaster (Fairfield Inn, Residence Inn, Courtyard, Hampton Inn) – I am the Area Director of Sales for 4 hotels in the area: Fairfield, Residence Inn, Courtyard and the Hampton. I work alongside Desiree. I also oversee another hotel in Agoura Hills and have been involved with tourism in the Ventura County area for quite some time. We are seeing some real positive growth in all hotels with occupancy, including weddings and film, alongside nurses. Thank you for welcoming me to the group.

NEXT MEETING

Date: Tuesday, June 8 @ noon

Location: TBD