



Tourism Bureau Meeting Minutes  
August 3, 2021, 12:00 p.m. @ The Canyon Santa Clarita

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### **ATTENDEES**

Liz Vargas, Jo Anne Hilario (Best Western); Jasmine Foster (College of the Canyons); Desiree Wammack, Alissa Elhelou (Courtyard by Marriott); Cassandra Finch, Memory Rudolph (Embassy Suites); Alfonso Barajas (Hilton Garden Inn); Karina Winkler (Holiday Inn Express); Vanessa Robledo, Mario Robledo (Prancers Farm); Maria Christopher (Rancho Camulos); Deputy Ben Sanchez (LA County Sheriff's Dept.); Kris Hough (Senator Wilk's Office); Lianne Riban (SpringHill Suites | Residence Inn); Sara Evenson, Brooke Sterling, Lance Sterling, Adrianna Ax (The Canyon); Patsy Ayala (Assemblywoman Vallardes' office); Lance Deutschman (Hyatt Regency Valencia); Kayla Marquez, Evan Thomason, Marilyn Sourgose, Lourdes Vallin, Garrett Wedel, Cailin Garcia, Amber Rodriguez, Chris Page, Tracy Sullivan (City of Santa Clarita)

### **WELCOME by STERLING VENUE VENTURES**

Lance Sterling, Owner; Brooke Sterling, Director of Special Events; Sara Evenson, Director of Special Events; Adrianna Ax, Manager – The Canyon Santa Clarita

**Lance Sterling (Owner, Sterling Venue Ventures)** – This is the third Canyon Club. We have other clubs in SoCal. People always ask me, "Where did you come up with the idea?" Well, I founded something called The House of Blues 30 years ago. But I took too much of other people's money, and they threw me out. I realized it was easy to do concerts for young people, but not for people over 30. I wanted to go after people who would love to see their favorite artists and enjoy a meal at the same time. We also do special events like weddings and conferences. We have a big screen, sound system, projectors, and now a mechanical bull in our lobby lounge. Brooke and Sara have prepared a gift bag for you all, including tickets to shows and our two-day music festival. We are here for you if you ever need anything. We donate our club once a month to charities, usually a kid's program. We also give six pairs of tickets for fundraising. Usually we give them to sports people or kids, for fundraising, they keep the money from selling the tickets. We do a lot for sports teams, to help minimize their expenses.

### **TOURISM OFFICE UPDATES**

- **Cvent Virtual Conference (hotels)**
  - Sign up for the Cvent Connect Conference (Las Vegas - hybrid event). You will be sent links to sessions to watch at your leisure.
  - Cvent is a platform we use to respond to RFPs from meeting planners for meetings/hotel rooms
  - Caught some parts of yesterday's conference: things that are important to meeting planners include
    - Virtual and hybrid experiences - technology/set ups you offer
    - Venue solutions (virtual meetings/walk-thru including event diagramming and seating)
- **iHeart Media: Summer 2021 Boat Party**
  - KIIS FM 102.5
  - Signed up to be a sponsor of August 18 event on Castaic Lake
  - 175 people (only way in is to win)
  - Summer Days & Summer Nights – MGM Movie Premier
  - In the coming week's you'll start hearing :30, :15: 05 commercials and endorsements and other promos by radio personality Jojo (who lives in the area). It'll be great exposure for us.

- We have to provide one prize package that needs to include at least: one consecutive 2-night hotel stay; 4 tickets to Six Flags, plus \$500 gift card
- **IPW: Sept. 18-22**
  - Largest inbound travel trade show. 40 1:1 appointments with international and domestic tour operators and travel agents. Evan will also be meeting with 20+ journalists to pitch story ideas about our area to the writers' international audiences.
  - We last attended in 2019, and had lots of meetings with people from China, this time is around more focused on requesting meetings from domestic, Canadian, Mexican and a few European operators.
- Some things we can use from you would be promotional offers, maybe some collateral or giveaways.
- **2021 Special Events List**
  - Put on radar: Legends Soccer – Adam Wadell (March 12-13, 2022)
    - 150-200 teams (15-17 players, plus coaches/family)
    - Wants to make it an annual Santa Clarita event
    - Want to tie in Six Flags and maybe do a “Stay to Play”

## **MEMBER UPDATES**

**Margi Bertram ([William S. Hart Museum](#))** – No new news/date about the opening of the Hart Museum, but Hart Park is having a Grand Reopening of the [Barnyard](#) on Sunday, August 15, 9 a.m. – 2 p.m. There will be giveaways, you will be able to feed the animals, there will be children's activities, and the gift shop will be open.

**Lance Deutschman ([Hyatt Regency Valencia](#))** – Just a continuation of a very busy summer.

**Alfonso Barajas ([Hilton Garden Inn](#))** – Same, we are super busy. July was busy with the Futures swim event.

**Memory Rudolph ([Embassy Suites](#))** – same as Lance, busy throughout summer, glad events are back, if you need anything let us know

**Chris Page ([City of Santa Clarita](#))** – I work with the [business sponsorship program](#). We are currently working with The Cube. UCLA is going to play all of their home hockey games at The Cube this season – the season runs from October to February. It's going to be great for the hotels.

**Karina Winkler ([Holiday Inn Express](#))** – I'm the general manager at Holiday Inn Express. We had a really busy July and have a really busy August – looking forward to Labor Day!

**Liz Vargas ([Best Western](#))** – We are having a very strong summer with Six Flags Magic Mountain opening back up. Looking forward to Fright Fest and the holiday season.

**Lianne Riban ([SpringHill Suites, Residence Inn](#))** – dual branded hotel, brand new, working on our marketing, no ipates, fully staffed, staff agenvy, didn't take a lot of swim or hockey, don't have a lot of double rooms

**Jo Anne Hilario ([Holiday Inn Express & Best Western](#))** – Nothing to share, here to help you out if you need anything give us a call.

**Cailin Garcia ([City of Santa Clarita](#))** – I'm an intern with the City of Santa Clarita and I'm excited to learn about what you are doing.

**Tracy Sullivan ([City of Santa Clarita](#))** – I'm a management analyst. I'm not new to the City, but I am new to the department. I'm happy to help and eager to learn.

**Kris Hough ([Senator Wilk's Office](#))** – Don't have any events coming up. Our office here in Santa Clarita works with folks' EDD issues, helps with state agencies like the DMV. I have business cards with me if you're interested. If you know anyone that needs help with EDD or a state agency let us know.

**Deputy Ben Sanchez ([Santa Clarita Sheriff's](#))** – I work with the Crime Prevention Unit with six other people. Feel free to let us know if you have any questions regarding safety. I'm personally responsible for the Saugus and Valencia areas. I have a partner, but she is currently on vacation. Feel free to contact me, I have my business card here with me.

**Desiree Wammack ([Courtyard by Marriott](#))** – Same thing as all the other hotels. Our bistro is open – full bar, dinner, drinks, etc. Come by in the evening, bartenders would love to have you too!

**Patsy Ayala ([Assembly Woman Suzette Valladares](#))** – I work for your Sacramento representative, Assemblywoman Suzette Valladares. We want to hear from you, what you need from us.

**Jasmine Foster ([College of the Canyons](#))** – We are open. We've had robust summer classes. Fall classes start on August 23. We are in limbo, like any other school. We have some events, but those are in the future and we will have to wait for COVID updates.

**Mario Robledo ([Prancers Farm](#))** – We are located right on the 126 freeway, about a mile east of Santa Paula. We have 35 acres of pumpkins – our pumpkin patch will return September 25 to October 31 and then we move on to Christmas trees. Right now, we have strawberry picking, our petting zoo is open, we've got 5 acres of corn. Contact us for sponsorships, we love to help with fundraising.

**Maria Christopher ([Rancho Camulos Museum](#))** – The Heritage Valley is the birthplace of Santa Clarita. Rancho Camulos is the only national historic landmark in Ventura County. We have First Sundays. We've got a post-COVID theme. Come out to enjoy the great outdoors - bring a picnic, enjoy live music. On August 29, The Orchard Bluegrass Band will be there. We invite you to come out! We are partnering with Piru Neighborhood Council for Viva Piru, to celebrate the historic Hispanic heritage of the area. We invite you to come get your kicks on Highway 126. We have Prancers, Bennet's, Lake Piru, and more. Visit our website: [heritagevalley.net](http://heritagevalley.net)

**Garrett Wedel ([City of Santa Clarita](#))** – I work with Communications with the City. It's nice to see everyone again.

**Amber Rodriguez ([City of Santa Clarita](#))** – I'm the City's communications intern.

**Brooke Sterling ([The Canyon](#))** – I'm the Director of Special Events here. I've been with this company for a very long time. I went from hostess and bartender, to my position. We hire and then train. If you know of any younger folks looking for a job, let them know we are always hiring. You can find my business card inside your gift bag along with tickets for your use. Hotels, if you're looking to enhance your guests' stay, call us. Our direct numbers are on our business cards. We're here to help you out. We provide group seating, meal packages. It's not just about the concerts it's about the experience. Everyone has been really welcoming, and we want to make it about the community.

#### **UPCOMING MEETINGS**

Tuesday, September 7 @ noon – SpringHill Suites | Residence Inn

Tuesday, October 5 @ noon – Cristal Palace Spiegeltent (tentative)

Tuesday, November 2 @ noon – Embassy Suites