



TOURISM BUREAU

Tourism Bureau Meeting

SpringHill Suites

September 7, 2021, 12:00 p.m.

ATTENDEES

Liz Vargas (Best Western); Memory Rudolph, Shuki Koushandeh, Cassandra Finch (Embassy Suites); Jo Anne Hilario, Karina Winkler (Holiday Inn Express); Imee Delos Santos (Hyatt Regency); Maria Christopher (Rancho Camulos); Benjamin Sanchez (Santa Clarita Sheriff); Kris Hough (Senator Wilke's Office); Lianne Riban (Springhill Suites); Sara Evenson (The Canyon – Santa Clarita); Ari Larson (Heritage Valley Tourism Bureau); Desiree Wammack, Alissa Elhelou (Courtyard by Marriott); Sergio D'Agustini (Reyes Winery); Evan Thomason, Lourdes Vallin, Kayla Marquez, Marilyn Sourgose, Pat Downing (City of Santa Clarita)

WELCOME – SpringHill Suites | Residence Inn

Lunch provided by [Catering by Charlie](#), a local catering company and sandwich shop (661) 257-4812.

Thank you to Lianne and Shannon for hosting us today.

Lianne Riban (Director of Sales) – We opened up in May. We have 182 rooms, most of them being long-term stay. We work with Best Western and Holiday Inn Express with Jo Anne, Karina, and Liz.

TOURISM OFFICE UPDATES

• Visitor Guide

- Amy Buterbaugh, who was the former Administrative Analyst for tourism and now works with us part time, is taking the lead on working on our 2022 guide – expect emails from her or Lourdes asking for content and photos.
- Steve Copley, who does ad sales for Lure Creative, will be reaching out as well. Hoping to have an updated price sheet by the next meeting. We highlight bureau members, but can also purchase an ad in the guide. We're always looking for new photos and ideas. If you're traveling and see a visitor guide and like an idea, let us know and maybe we can incorporate it into ours.

• Advertising Campaign

- We did a spring campaign this year and usually have a fall – spring campaign running. This year, we started a bit early in August and it will run through December. The campaign includes a contest to win Six Flags Magic Mountain tickets, hotel room nights. In the first few weeks, we've gotten 1.5 million impressions. We have different displays on social media. We will give an overview when it's done.
- Santa Clarita International Film Festival (SCIFF) is a brand-new festival happening December 9-12. They will be coming to speak with our group soon. They already have a contract with Laemmle and Regal in Westfield Valencia Town Center. They are starting small, but want to build it big. They say they want to be like the SXSW Festival – its very ambitious. They have been gaining momentum and have been in front of council a few times. We may come on as a sponsor, but they have reached out to us, and we're doing what we can to be involved.

• Summer Trolley

- Ending this Sunday (9/12) – let your staff know. Fright Fest is starting up this weekend and will be open until 1 a.m. and the last trolley stop is at 10 p.m. at the park. Please let your guests know that there won't be a trolley at the end of the evening when the park closes this weekend.

- **IPW**
 - Largest inbound travel tradeshow. If you have any information you'd like me to provide let me know by this week so I can put that information on a USB.
 - Need giveaways, collateral, promotional offers. Please get them to me by Thursday, to get them shipped. I can take things with me, but trying to send out things ahead of time.
- **2021 Special Events List**
 - Hockey Tourney @ the Cube went well. Teams came from: San Diego, San Francisco, Las Vegas, Sacramento, and more.
 - Looking forward to hosting more teams. The next tourney is planned for Thanksgiving weekend.

MEMBER UPDATES

William S. Hart Museum – Margi is no longer doing work for the museum, she is officially retired. Our new contact is Dawn McDivitt (Chief Deputy Director, Natural History Museum & Administrator, Hart Museum).

Six Flags Magic Mountain – Jerry Certonio has left and is now at Warner Brothers Marketing. Carlos Montenegro, Director of Tourism, was recently hired and is our new point of contact. He comes from Beverly Center. We look forward to welcoming him sometime soon.

Pat Downing (Arts & Events, City of Santa Clarita) – It was a great summer for concerts. Thank goodness they are over. This year we changed fields. There were about 5,000 attendees per each show and it was very comfortable. The 25th Marathon has been canceled twice. There have been 76,000 registered over the years. SENSES is back. The next one's theme is Fremont Street. There will be a zipline down Main Street. The Canyon Country Community Center's grand-opening is October 30th. It will finally be opening and will be a wonderful addition to the community. The River Rally – which is a clean-up event is on September 18. Veterans Day is on November 11, so 11/11 at 11 a.m. Things are back to normal at the Activity Center. If you know any nonprofits looking for event space, we have affordable rates for them.

Imee Delos Santos (Hyatt Regency Valencia) – We don't have many updates. Tom couldn't make it, because he is still on vacation. We have been opening for breakfast when we're busy. Our new chef, Ron Herrera has been getting ready for the holiday season. He's trying a lot of menus, so come visit our restaurant, Greater Pacific. We are open for breakfast and dinner, and closed for lunch. I have distributed a flyer from Red Cross's upcoming blood drive. If you know anyone who is interested, call the line, and find information on their website.

Ari Larson (Heritage Valley Tourism Bureau) – Big news! The Santa Paula Farmers Market has begun. They are every Friday 3-7 p.m. The grand opening was a big success. No word on train yet.

Maria Christopher (Rancho Camulos Museum) – We are doing our First Sundays and tours on Sundays at 1 p.m., 2 p.m., and 3 p.m. and by appointment. We encourage you to bring picnics on last Sundays to enjoy live music.

Karina Winkler & Jo Anne Hilario (Holiday Inn Express) – Not much to report. It was a busy holiday weekend, nothing exciting.

Kris Hough (Senator Wilk's Office) – No events. Unemployment benefits just ended, excited for employers. We've been busy providing resources. If you'd like me to direct them to you for hiring, let me know, I have my cards here. This week and next week will be very busy.

Sara Evenson (The Canyon) – I work in special events. If you have employees that you'd like to celebrate, or want to host holiday parties, let us know and I can help you with that. I've brought goodie bags for you all, with our event calendar of upcoming concerts and a few tickets in there too, so please take one. Let me know if you have any questions about us. We also have a mechanical bull, you can use for promotions, just let us know. We are willing to work with you.

Deputy Ben Sanchez (Santa Clarita Sheriff's) – My partner got promoted and I've been able to keep up with what she was doing. I don't have business cards with me, but let me know if you ever need help with anything and I can give you my email.

Desiree Wammack (Courtyard by Marriott) – A bit off topic, but does anyone have a contact for security personnel to use on our property? Someone who isn't an ex-cop (too pricey). After this weekend, of hockey/kids running around without their parents we are in need!

Memory Rudolph (Embassy Suites) – Nothing too new. Still gearing up to open our restaurant for dinner. Our chef, Chester Marquez, has been with us for over a month. We are excited to have him! As always, if you need anything let us know.

Sergio D'Agustini (Reyes Winery) – I am very grateful for the invite. For some time, we were in a hiatus because of COVID, so I very happy to be here in person. You're probably wondering what's going on with the restaurant, but before I get into that, the winery is open Saturday and Sundays. We don't serve wine in the tasting room, only outdoors so you get to taste in a safe way. Our restaurant is a three-story building. Equipment will be placed soon. All I can tell you is that we will open by mid-November because we have an event that will host 200 people. If you're wondering about the menu, we won't be a particular ethnic restaurant. We will have a continental menu and are in the process of finishing it. Our menu will be for lunch and dinner for the time being with dishes from different places of the world, American, French, Spanish, Italian. We will have tapas, which is appetizers (tapas means to cover in Spanish). The second floor will have offices and a special room will be for making wine in small batches.

Liz Vargas (Best Western) – This past weekend was great – we were sold out. There were a lot of unseasoned travelers. We're going to miss the trolley and wondering when its coming back again. Fright Fest is starting up soon, hopefully we will get busy on the weekends and we'll see what we get on weekdays.

Lianne Riban (SpringHill Suites, Residence Inn) – We started rolling out dinner services last Thursday. We have sandwiches flatbreads, salads.

UPCOMING MEETINGS

Tuesday, October 5 @ noon, Spiegeltent @ Wolf Creek Brewery/Lucky Luke

Tuesday, November 2 @ noon, Embassy Suites