



Meeting Notes  
July 12, 2022, 12:00 p.m.  
Hyatt Regency Valencia

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### **ATTENDEES**

Rachel Diamond (Homewood Suites); Tim Boydston (Canyon Theater Guild); Lawrence Barr (Homewood Suites); Chris (HDL Hospitality); Gabby Mendoza (Hyatt Regency); Mike Christensen (Burbank Airport); Patsy Ayala (Assemblywoman Suzette Valladares); Jo Anne Hilario (Holiday Inn); Lianne Ribman (Springwood Suites); Amita Patel (Hyatt Regency); John Marquez (Santa Paula Chamber of Commerce, Heritage Valley); Tami Stephens (Mike Garcia Representative); Jessi Lederer (Courtyard Marriott); Kevin Strauss (City of Santa Clarita); Jared Anderson (City of Santa Clarita); Kris Hough (Scott Wilk); Maria Christopher (Rancho Camulos); Pat Downing (Arts & Events); Tom Clearwater (Hyatt Regency); Renaldo Chiang (Oaks Club & Valencia Country Club); Katie (Oaks Club & Valencia Country Club); Justis Guardia (City of Santa Clarita); Carol (SCV Historical Society); Evan Thomason; Kayla Marquez; Carol French (City of Santa Clarita); Ian Wahagheghe (City of Santa Clarita)

### **WELCOME**

Evan Thomason – welcomed all the attendees. Explained that meetings serve for members to give general updates on their own organizations while also receiving tourism-related updates from the City of Santa Clarita.

### **TOURISM OFFICE UPDATES**

- **Launched our new website VisitSantaClarita.com**
  - The updated version of the website has been in the making for three years and is now live, so please check it out! For organizations that are featured on our website, please check out your information on our website and verify with us that it is all up to date. Additionally, please send us updated photos to represent your organization to put on our website if desired.
- **New Business Update**
  - Two new featured businesses have recently opened in Santa Clarita, Golden Spoon and Fabletics
  - Businesses to soon open in Santa Clarita include Seafood City (on Bouquet), Round One (a Japanese arcade/entertainment center similar to Dave & Busters), The Stand (a hot dog and hamburger place, planned to be in Westfield), and Madre (to serve traditional Oaxacan food and will replace Black Angus)
  - Six Flags Magic Mountain will open its newest roller coaster, Wonder Woman: Flight of Courage this week
- **City Reorganization**
  - As of July 1, the Economic Development division has now joined the newly-formed Economic Development department alongside Arts & Events and the Transit divisions.

- **Visitor Guide**
  - Photos of your organization are requested as we create the new Visitor Guide.
  - If additional Visitor Guides are requested for any reason, please email the tourism staff, who will get the guides delivered to you.
- **2022 Special Events List**
  - Upcoming City Events
    - Senses on Main: July 21 – SENSES On the Pier
    - Celebrate: August 5 – Caribbean (Jamaica, Bahamas)
    - Concerts in the Park
      - July 16 — Bruno & The Hooligans: A Tribute to Bruno Mars
      - July 23 — Redneck Rodeo OC: Country
      - July 30 — Blue Breeze Band: Soul and R&B
      - August 6 — Dreaming of You: A Tribute to Selena
      - August 13 — Yachty by Nature: Yacht Rock
      - August 20 — Twisted Gypsy: A Tribute to Fleetwood Mac
      - August 27 — Boogie Knights: Disco
- **Reminders**
  - Summer Trolley
    - Trolley brochures were ordered this week and will be delivered. Feel free to contact tourism staff to request more.
  - Visit California – California Travel Now Stories
    - We are having an August feature for VisitCA. Please send us photos of food and tourist activities as well as fun facts about your organization to make it into the feature.

### **MEMBER/GUEST UPDATES**

**Rachel Diamond (Homewood Suites)** – no updates, getting through summer.

**Tim Boydston (Canyon Theater Guild)** – Continuing live theater since coming out of COVID, which is happening most weekends. The upcoming show is Lionel Bart’s “Oliver.”

**Lawrence Barr (Homewood Suites)** – No updates.

**Chris (HDL Hospitality)** – No updates.

**Gabby Mendoza (Hyatt Regency)** – no updates, but running out of weekends to host for events so reach out if interested!

**Mike Christensen (Burbank Airport)** – Burbank Airport is soon discontinuing flights to Canada due to staffing and demand. LAX will instead be the main airport to handle flights to Canada for the area. Customers out of Burbank have seen a six percent increase in May of this year, with higher numbers than 2019. Social media has greatly helped bolster this. Next week will also be the soft start of our dog program, which will have six relief dogs at the airport.

**Patsy Ayala (Assemblywoman Suzette Valladares)** – Senators have secured 3 million dollars for BTH

**Jo Anne Hilario (Holiday Inn)** – No updates.

**Lianne Ribman (Springwood Suites)** – Hired new security for premises, and have not had security issues as of lately. Jobs are still available.

**Amita Patel (Hyatt Regency)** – No additional updates from what Gabby mentioned (above).

**John Marquez (Santa Paula Chamber of Commerce, Heritage Valley)** – We are putting together a new website. We have also started a new marketing campaign, where the Fillmore Office will be moving to Santa Paula after a change in management. Next week, the Santa Paula Chamber of Commerce will be having its annual Citrus Music Festival, a 3-day event. Admission is 5 dollars on Friday and Sunday, and 10 dollars on Saturday. Additionally, the train contract has been gone for a while, but we are currently working to get operations out of the Santa Paula Train Depot. We are also hoping to bring back holiday trains.

**Tami Stephens (Mike Garcia Representative)** – Congressman Garcia will be speaking at VIA (Valley Industry Association). We are also partnering with KHTS to bus to Washington, D.C. for a change to engage with federal politicians.

**Jessi Lederer (Courtyard Marriott)** – No updates.

**Kevin Strauss** – No updates. Look out for the fall State of the City Newsletter that will be released in October.

**Jared Anderson** – Cinemas in the Park is happening this Friday at Central Park at 8:15 p.m.

**Kris Hough (Scott Wilk)** – Wildlife Preparedness Webinar on August 10, from 11 a.m. to 12 p.m. Information is on their website.

**Maria Christopher (Rancho Camulos)** – Rancho Camulos is open for tours by appointment, and schedule tours on Sunday at every start of the hour from 1-3 p.m. We are also hosting a Picnic and Live concert with Orchard Bluegrass Band in August.

**Pat Downing (Arts & Events)** – Concerts in the Park last weekend was a great success, with at least 10,000 people in attendance. Some other upcoming events to look forward to are City Cinemas in the Park, Boots and Brews, and Boots in the Park, all at Central Park.

**Tom Clearwater (Hyatt Regency)** – No additional updates on top of what was mentioned by Gabby and Anita.

**Ronaldo (Oaks Club & Valencia Country Club)** – For the Oaks Club, renovations have been occurring, and a brand new restaurant is planned to open at the start of August. The Valencia Country Club is under a complete renovation and is tentatively scheduled to open in October.

**Katie (Oaks Club & Valencia Country Club)** – We have been receiving lots of calls about moving into the area, where to stay, and what to do in town, which is great. We have a few spots available for the Holiday Party, and we have many space offerings available to host meetings.

**Justis Guardia (Transit)** – The beach bus (3 dollars each way) and trolley are still running. Go Santa Clarita is also a great opportunity to get around the City for an affordable rate.

**Carol (SCV Historical Society)** – During our closure through the lockdown, we have taken the time to renovate buildings at Heritage Junction, and they look stunning. The buildings have new roofs and have received expert paint jobs.

**NEXT MEETING**

Date: Tuesday, August 2, 2022 @ noon

Location: TBD