



Meeting Notes

September 14, 2022, 12:00 p.m.

Lucille's Smokehouse Bar-B-Que

ATTENDEES

Jasmine Foster (College of the Canyons); Bunny Feranda (MB2 Entertainment); Sergio D'Agustini (Reyes Winery); Jo Ann Hilario (Best Western & Holiday Inn Express); Billy Dye, Bernadette Galaviz, Stacy Whiteman (Embassy Suites); Amita Patel, Gaby Mendoza, Tom Clearwater (Hyatt Regency); Lawrence Barr, Rachel Diamond (Homewood Suites); Lianne Riban (Springhill Suites | Residence Inn); Carol Rock (Santa Clarita Valley Historical Society); Maria Christopher (Rancho Camulos); Marilyn Sourgoose, Evan Thomason, Kayla Marquez, Stephanie Villafuerte – Tourism, Pat Downing – Arts & Events, Kevin Strauss – Communications Division, Justis Guardia – Transit (City of Santa Clarita).

WELCOME

Darryl, General Manager of Lucille's Smokehouse Bar-B-Que, welcomed the attendees and provided information on their available catering services. The patio is available for hosting meetings (like ours today). Darryl also mentioned that they are used to catering for large groups (like those in town for sporting events) – just have your hotel guests order ahead for pick up or to reserve space for their large group to eat-in at the restaurant.

TOURISM OFFICE UPDATES

- **Follow us!** [Facebook](#), [Instagram](#), and [Twitter](#)
- **Los Angeles Outlook Forum**
 - Marilyn, Evan, and Kayla attended the LA Tourism Outlook Forum on September 13th
 - LA Marketplace Resource Planner for 2022 link:
<https://www.dropbox.com/s/m7817hki9acyudb/2022%20L.A.%20Market%20Resource%20Planner%209.13.2022.pdf?dl=0>
 - Upcoming Los Angeles events: IPW in 2024 and the Olympics in 2028. The People Mover at LAX expected to be completed by end of 2023.
- **TEAMS (Travel, Events and Management in Sports)**
 - Evan will attend this conference/tradeshow at the end of October
 - If you have collateral that you want Evan to take, please let us know and we will come pick up from you
- **Lure Creative Sales Sheet**
 - Currently working on 2023 Visitor Guide
 - TMD hotels and Tourism Bureau members will be highlighted
 - Sales sheet provided for those that want to purchase advertising
- **International Slow Pitch Softball 2023)**
 - Talking with event producers to host tournament May 12-14, 2023, at Central Park
 - Working with Reservations and Adults Sports staff to get their questions answered.
- **2022 Special Events**
 - Thank you to hotels for answering emails about hotel room nights
 - Check out page in packet for upcoming events

- **Tourism Bureau Mixer**
 - Thank you to those who came out for a fun event, despite the heat, and thank you to those who dressed in 70's attire!
 - See and add your mixer photos here: <https://photos.app.goo.gl/JfrLfNbG4SjDuP1V8>
 - Please share your ideas for future mixer locations
- **Six Flags Magic Mountain**
 - Oktoberfest (Ace O' Clubs) & Kids Boo Fest (Bugs Bunny World)
 - September 10 to October 31 (check website for dates/times)
 - Fright Fest - September 10 to October 31 this year
 - Veterans Day Celebration: November 11-13
 - Holiday in the Park & Merry Marketplace
 - Select nights from November 24 up until January 1
- **Spiegeltent**
 - Will not be at Lucky Luke this October (needs roof repairs), but hoping to return for a few weeks early next year.
- **You've Got a Friend at City Hall**
 - Check out the new City poster for *You've Got a Friend at City Hall* which features Economic Development staff, including Marilyn and Evan.

MEMBER UPDATES

Jasmine Foster (College of the Canyons): Fall semester started August 22, Homecoming football game event happening on October 13, ENT program is celebrating its 50th anniversary on September 29 (see flyer).

Bunny Fernanda (MB2 Entertainment): Undergoing holiday preview preparation to showcase party rooms decorated for the holidays. Tourism Bureau is invited - you must RSVP by September 28th. Everything will be available for free at this event (go kart, axe throwing, golf course). (see flyer)

Sergio D'Agustini (Reyes Winery): Winery open Saturday/Sunday 11 a.m. – 5 p.m.. New events happening at the restaurant: second Wednesday of every month is cigar night on the rooftop, third Wednesday of every month is mahjong (next date 9/21), comedy night October 5th at least twice a month on rooftop, music nights are upcoming - dates TBD, second paired dinner on October 14th—five courses, starting with salad, then appetizers, and 2 entrees and ending with dessert.

Justis Guardia (City of Santa Clarita Transit) – Summer special buses have now ended, ridership is high due to students going to school, [GO transit](#) is still running strong (no end date yet).

Kevin Strauss (City of Santa Clarita – Communications Division) – No updates.

Jo Anne Hilario (Best Western & Holiday Inn Express): Recommends hotels download the TripShot app to be able to request \$2 rides for guests on Santa Clarita Go. She used it for a guest that wanted to go to Target from her hotel. <https://santaclaritatransit.com/services/go-santa-clarita/>

Billy Dye, Stacy Whiteman, Bernadette Galaviz (Embassy Suites): Excited about new Autumn/Winter menu, staying busy because of September holidays, currently looking to hire a Director of Sales, send any recommends for position.

Mike Christensen (Hollywood Burbank Airport): Numbers are good in terms of people traveling and using Burbank Airport, working on branding social media more (Monday's dedicated to 'bear hugs' for reunions with loved ones captured at airport, Tuesdays - trivia, Wednesday - polls, Thursdays – features staff). CBS News recently at airport for upcoming story, airing sometime next week.

Amita Patel & Gaby Mendoza (Hyatt Regency): Fall/Winter menu available soon, only a few event dates open for holiday gatherings so schedule soon if needed, Happy Hour continuing Sunday-Thursday.

Lawrence Barr & Rachel Diamond (Homewood Suites): Hampton Inn is in construction and hoping to be finished by Fall 2023.

Lianne Riban (Springhill Suites/Residence Inn): Fully staffed now, celebrating staff appreciation as well.

Jessica Lederer & Bryan Torres (Courtyard by Marriott): Currently looking to hire a GM for Hampton Inn (Stevenson Ranch).

Carol Rock (Santa Clarita Valley Historical Society): City Council has approved website that will be available through library, going through assessment and rebranding for SCVHS.

Pat Downing (Arts & Events): Great summer with Concerts in the Park, Boots and Brews went well with Sheriff's assistance for the event, Boots in the Park is rescheduled for March 2023, *Rocky Horror Picture Show* in the works at the Centre, some upcoming events scheduled at Trek Bike Park—one event which was recently rescheduled; Cowboy Festival date TBD.

Maria Christopher (Rancho Camulos): Sunday tours continue from 1-3 p.m., private and group tours also available, water main break held back some special events but are now back on, Pumpkin Patch back for weekends in Santa Paula (Prancer's), Santa Paula Theatre doing ghost walk events for the season, Glen Tavern Inn also holding 'paranormal' events starting September 30, construction has made 126 better suited for biking.

UPCOMING MEETING

October 11 @ noon

Location: TBD

Share your photos here: <https://upload.crowdriff.com/visit-santa-clarita>