



TOURISM BUREAU

Meeting Notes
October 11, 2022, 12:00 p.m.
Brewery Draconum

ATTENDEES

Maria Christopher, Marie Scherb (Rancho Camulos); Kris Hough (Senator Scott Wilk Rep.); Bunny Feranda (MB2 Entertainment); Patsy Ayala (Suzette Scott Wilk Rep.); Rachel Diamond (Homewood Suites); Mike Christensen (Hollywood Burbank Airport); Bryan Torres (Courtyard by Marriott); Desiree Dodd (College of the Canyons); Bernadette Galaviz, Stacey Whiteman (Embassy Suites); Jo Ann Hilario (Best Western); Imee Delos Santos (Hyatt Valencia); Carol Rock (SCV Historical Society); Sergio D'Agustini (Reyes Winery); Marilyn Sourgose, Evan Thomason, Kayla Marquez, Stephanie Villafuerte – Tourism, Chris Page, Monica Fawcett – Business Development, Kevin Strauss, Jared Anderson – Communications Division, Justis Guardia – Transit, Kyle Lopez – Arts & Events (City of Santa Clarita).

WELCOME

Caroline Law, General Manager of Brewery Draconum, welcomed attendees and provided a brief history about the family-run business whose five-year anniversary is coming up in November.

TOURISM OFFICE UPDATES

- **Newhall Walking Tour App**
 - App allows you to look around the area for businesses, hotels, arts, etc.
- **Visitor Guide Descriptions**
 - Please review your business' listing on the current Visitor Guide
 - Questions have been sent out to certain Tourism Bureau members for a highlighted section, thank you those who have responded!
- **New Businesses**
 - Newhall Crossings
 - Wide Eye Optometry (Coffee house + optometry), Eat Real Café, C'est L'amour Nail, Form + Content boutique, and Victory Pizza which is under the same owners of Rustic Burger House
 - Total Wine & More coming to River Oaks Plaza
 - The Stand opened today over at The Patios at Westfield Town Center Valencia, they will be serving gourmet American cuisines such as burgers and hot dogs
 - Seafood City Supermarket, a Filipino supermarket chain, will be where the old Office Depot was
 - Madre, Oaxacan Restaurant & Mezcaleria, will be opening its fourth location where Black Angus formerly used to be



Newhall Walking Tour

- **2022 Special Events List**

- Six Flags Magic Mountain
 - Two new Fright Fest dates: Thursday, 10/20 and Thursday, 10/27 from 10:30 a.m. – 10 p.m.
 - Oktoberfest extended through Veteran Days weekend, November 11 – 13
 - Veterans get complimentary park admission, parking, meal voucher, drink bottle, and more. Families of veterans can also receive discounted park admission, drink bottle, and a complimentary button
 - Tailgates Weekends now happening on Saturday's and Sunday's at the Full Throttle Sports Bar & Metro Park Pub
 - Holiday in the Park will occur on select days November 24th – January 1st
- Los Angeles Sheriff Department
 - Haunted Jailhouse is this Sunday, October 16 at the Santa Clarita Station.
- CalTravel conference
 - Evan and Marilyn recently attended CalTravel last week, here were some takeaways:
 - States are creating funds to draw large-scale events, new ads for Kidifornia, CA Road Trip Republic
 - Visit California has also begun a new campaign called 'Visit Native California', which focuses on collaborating with the state's tribes to raise global profile of cultural heritage tourism
 - Please share any ideas you might have for Visit California (i.e. landmarks or spots all throughout the state) to share on their social platforms
 - Members can find more information and submit any content ideas via the Visit California [website](#).

- **Evan Thomason**

- Evan will be going to TEAMS conference at the end of October.

MEMBER UPDATES

Kyle Lopez (Arts & Events) – October 20 is final SENSES of the year and theme is Fright Night, Horror House Film Festival at the MAIN happening from October 28-30, Rocky Horror Picture Show screening at the Centre on October 28-29, Veterans Day Ceremony at Veterans Historical Plaza on November 11, Light Up Main Street 11/19 from 5-8 p.m.

Kevin Strauss (City of Santa Clarita – Communications Division) – State of the City is on Thursday, October 27, purchase your tickets now!

Maria Christopher (Rancho Camulos) – Museum continues to be open on Sundays for public tours 1-4 p.m., available any time for appointment (group or individual), Artists' Day happening on November 9, fall events in Heritage Valley continues such as the Pumpkin Patch, Ghost Walk, and the Fall Festival at Prancer's Farm.

Kris Hough (Scott Wilk Representative) – Legislative session over for the year, anything of interest regarding vetoed bills please contact Kris, if anyone has new bill ideas for next year please bring it towards legislative staff

Bunny Feranda (MB2 Entertainment) – Holiday Preview Party event was great turnout, there will be an October fundraiser for Breast Cancer Awareness month. Hosting a food drive in November where participants will receive game cards for donations, super busy on weekends so come by during the week.

Patsy Ayala (Suzette Valladeres Rep.) – Celebrating two years of being in legislation, any suggestions for Valladeres please bring to Patsy, as well as share any milestones in your business (such as anniversaries) so that it can be recognized.

Rachel Diamond (Homewood Suites) – Construction continues but still planning to open Fall 2023, busy weekend with Fright Fest and fall break with families, meeting rooms available for anyone interested.

Mike Christensen (Hollywood Burbank Airport) – First slowdown of travelers in six months but still healthy numbers, expecting to get picked up near holiday season, new pet therapy event has been successful, only airline to Canada will no longer be available at airport, CBS News story featuring HBA will be aired on Thursday, 10/13 at 6:30 pm.

Bryan Torres (Courtyard by Marriott) – No updates.

Desire Dodd (College of the Canyons) – Homecoming is on October 13, Revisiting Creedence will be performing November 4 at the Performing Arts Center.

Bernadette Galaviz & Stacey Whiteman (Embassy Suites) – Currently celebrating Octoberfest with bar and grill that includes pretzels, beer, sausage, and more. New Director of Sales starts on November 1 and will be present at next Tourism Bureau meeting.

Jo Ann Hilario (Best Western & Holiday Inn Express) – Celebrating Customer Service Appreciation Week with games and entertainment.

Imee Delos Santos (Hyatt Regency) – Holiday parties currently being scheduled for December, more dates are now available for anyone interested in a space to hold their event, American Red Cross Blood Drive happening in December.

Justis Guardia (City of Santa Clarita Transit) – Ridership is continuing to do well as transit gets closer to 2019 numbers, [GO transit](#) is also increasing every month, and Holiday Light Tour is coming up in December.

Carol Rock (Santa Clarita Valley Historical Society) – Rebranding is still in the works, looking for volunteers to help with archival system as the SCV Historical Society would like to create a list of every item in the sites, schedule is flexible so please contact Carol if interested.

Sergio D'Agustini (Reyes Winery) – Reyes Winery on Main will be having second paired dinner on October 20, menu for the event will be announced on October 13, 2nd Wednesday of every month is cigar night, 3rd Wednesday of every month is Mahjong night.

Monica Fawcett (City of Santa Clarita – Business Development) – Chef-driven menu at Sidecar Market coming to Old Town Newhall, Café Blank Beverage mobile type bartending also coming soon.

Chris Page (City of Santa Clarita – Business Sponsorship) – Any businesses interested in working with business sponsorship please contact Chris.

UPCOMING MEETINGS

Tuesday, November 1 @ noon, The Cube Ice & Entertainment Center
December Mixer – date and location TBD

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