

ATTENDEES

Jasmine Foster (College of the Canyons); Patsy Ayala (Congresswomen Suzette Valadares); Memory Rudolph, Bernadette Galaviz, Billy Dye, Shuki Koushandeh (Embassy Suites); Mike Christensen (Hollywood Burbank Airport); Bunny Feranda, Heather O'Brien (MB2); Kris Hough (Senator Scott Wilk's Office); Sergio D'Agustini (Reyes Winery on Main); Lianne Riban (Springhill Suites); Rachel Diamond (Homewood Suites); Maria Christopher (Heritage Valley); Jessie Lederer, Bryan Torres (Courtyard by Marriot); Jennifer Chadwick (Salt Creek Grille); Beth Wageman (Wolf Creek); Jo Anne Hilario (Holiday Inn Express); Marilyn Sourgoose, Evan Thomason; Amanda Casillas, Kayla Marquez, Kyle Lopez (City of Santa Clarita)

WELCOME –

Thank you to Wolf Creek, Laina and Beth, for hosting today's meeting. Welcome to 1st timers:

- Heather O'Brien (MB2)
- Bryan Torres (Courtyard by Marriot)
- Bernadette Galaviz (Embassy Suites)
- Mike Christensen (Hollywood Burbank Airport)
- Kyle Lopez (City of Santa Clarita)

Beth Wageman (Wolf Creek) – I hope everyone enjoys their meals. We are doing a “March Mayhem” for basketball, honoring teachers, offering happy hour M-F with special meals and beers on tap. Everyone is welcome. The week of St. Patrick's Day we will be offering St. Patrick Day specials.

TOURISM OFFICE UPDATES

- **Religious Conference Management Association (RCMA)**
 - While this year's format did not include scheduled 1:1 meetings, Bernadette and I were still able to connect with about 75 meeting planners during the tradeshow, during conference sessions and ancillary events. Overall it was a good conference and tradeshow – continuing to foster former relationships and build new ones. Folks that had considered SC prior to the pandemic – we're still on their radar and we'll continue to work with the hotels to draw those meetings planners to come here.
- **California Association of Code Enforcement Officers (CACEO)**
 - CACEO will be holding 3 week-long trainings in Santa Clarita with up to 100 code enforcement officers for each of the weeks starting in May. We've heard that they possibly extend their trips to include family. If any of our restaurants or other business/attractions wants to provide a special coupon/discount for this group, please let me know.
- **Canadian Writer (from IPW)**
 - During the last IPW, we met with different types of travel media. Someone with a mainly Chinese audience came and did a couple of spots (see links below). In late March we have Jennifer Merrick, a Canadian writer, coming from Toronto. We are very happy about that and it's a great opportunity for us.
 - Travel Fun Guide – Santa Clarita <https://ifengus.com/a/23450.html>
 - Travel Fun Guide – Rancho Deluxe <https://ifengus.com/a/23646.html>
- **Visit California Outlook Forum**
 - Last week, I attended the Visit California Outlook Forum in San Francisco. Basically, they go over the state of travel in the state of California. The main thing to take away is that things are getting better. Domestic travel is getting close to pre-

pandemic levels and should be almost entirely back in 2022 which is good news. International travel is lagging behind but they are saying that sometime in 2023 we should be close to pre-pandemic levels. During these times, it is hard to find good news but this was certainly some of it. It was a good conference overall and fairly optimistic.

- **2022 Special Events**

- Legends FC Soccer Tournament– March 12-13 (90 team from both inside and outside the area)
- SENSES– March 17th (Shamrockin Senses)

MEMBER/GUEST UPDATES

Jennifer Chadwick ([*Salt Creek*](#)) – We just had a wine dinner the other night that went well. Our next event coming up will be a whiskey dinner on April 21st at 6:00 p.m. on the patio and will be \$100 + gratuity per person. We will also have specials on St. Patrick's Day. If anybody is looking for a place to have events, we would love to host them in our newly-renovated cocktail area, patio which sits around 80-120 people, or our private dining room which seats up to 30 people.

Mike Christensen ([*Hollywood Burbank Airport*](#)) – In terms of the airport, things are getting better. Obviously 2020 was a bad year, but this past year we were about 63% of our 2019 pre-pandemic traffic. In December, we were 85% back to pre-pandemic levels despite omicron but with that it does cause a problem. Slow right now, but we are anticipating that in March and April it will pick back up. In terms of the new things, we have our replacement terminal which has been approved and now they are choosing a design firm to make the terminal bigger, safer, more runways, and more amenities. We are adding new flights to Canada in June, connector flights to Edmonton and we will have direct flights to Vancouver.

Billy Dye ([*Embassy Suites*](#)) – I think I covered some of this last month, but to recap our restaurant is back and fully open it's called Blossom Bar & Grill. We recently added a Yelp page for the restaurant, so now we have 2 one for the hotel and one for the restaurant. For St. Patrick's Day, in our bar and restaurant, we will be doing Irish Nachos, Bangers and Mash, etc. On top of that we will be doing a 15% room rate discount for those who want to come and enjoy our St. Patrick's Day specials and stay. Our room service will be opening soon, at that point we will be completely reopened for our food and beverage.

Heather O'Brien ([*MB2 Entertainment*](#)) – We are currently not open, but we should be opening in April. We are 30,000 Sqft. full of fun. So far, we have ax throwing, mini golf, and our building has been completely redone. We also have 4 meeting rooms. On our back patio we have plans to have fun events for the community.

Rachel Diamond ([*Homewood Suites*](#)) – Really not too much going on. We are almost fully staffed, waiting on 1-2 more people for housekeeping. We're happy to be open and looking forward to having the new hotel next door.

Jo Anne Hilario ([*Best Western*](#)) – I have nothing much to share. Business is going well.

Lianne Riban ([*Springhill Suites*](#)) – We launched a new breakfast menu for the Marriot brand that is better quality and healthier. Business is really good, we've been sold out the last 2 weeks in a row. Santa Clarita Ski Station is accepting donations for Ukraine (clothes, toys, etc.).

Kris Hough ([*Senator Scott Wilk's Office*](#)) – Constituent service office in Santa Clarita. If you need any help with the DMV, etc. we will help you. We are starting to come back out with some seminars. We are working with Congresswoman Valadares on our next webinar "Protect yourself

from Cyberfraud” which will provide tips and tools on March 25th. If you would like more information or would like to join, please talk to me or Patsy and we will be sure to help you out.

Jasmine Foster ([College of the Canyons](#)) – All is well, we have a Women’s Conference on March 26th which will be in the Performing Arts Center (PAC). If you would like to attend, let me know. The PAC is up and running, first show is March 11th – Dinosaur World Live which will be followed by Judy Collins. We will also have Job Fair on March 11th on our Valencia Campus. Spring Session is in full swing.

Maria Christopher ([Rancho Camulos](#)) – Heritage Valley includes Filmore, Santa Paula, and Piru. We are open for tours by appointment and have scheduled tours on Sunday. The last Sunday of every month we usually have a special event. In March, we will be commemorating the St. Francis Dam disaster. March 27th we will have the author of “Flood Path” and other things to commemorate. This past weekend, we had a good presentation and book signing. We also have wedding/catering events and paranormal investigations.

Patsy Ayala ([Congresswomen Suzette Valadares](#)) – Kris mentioned we are having a Cyberfraud webinar. With everything going on with Russia, our biggest threat to security is cyber security. I highly recommend you attend our webinar. If you have anything the state of California that we can help with let us know.

Jessie Lederer ([Courtyard by Marriot](#)) – Not much going on with us. We do have Bryan here to welcome – he’s our new coordinator.

Sergio D’Augustini ([Reyes Winery on Main](#)) – Thank you Liana and Beth for hosting this is wonderful. I can only imagine the suffering the Ukrainian people are experiencing at this time, the economic impact that we can expect with energy prices going up and everything will go up which will lead to a chain reaction with inflation. In an effort to bring entertainment on a regular basis to the restaurant we will have Melanie Martel from Nashville and she is going to be at the restaurant on the rooftop on March 6th and might come back in April and May. The other important thing, on March 8th we will be hosting the Empowering Women Network, it is very important to bridge the gender gap. Will be held on the rooftop at 4 p.m. - wine and tapas will be served. If you are interested in attending this Empowering Women Network, please sign up with the Chamber. We will be doing something on the night of the SENSES event on the 17th.

Kyle Lopez ([City of Santa Clarita](#)) - I am here to give an update on the events coming up. As many of you know, we have had to cancel our Marathon and Cowboy Festival, but we are excited to bring back SENSES on the 3rd Thursday of every month down on Main Street. We also have our Art Showcase at the Sports Complex. In April, we are hosting our first Celebrate Cultural Series at the Canyon Country Community Center. The first one will be in April and there will be 6 events through September on the first Friday of each month to highlight different cultures throughout the world - we will have live music and dancers. City is hosting city clean-up for individuals that want to clean-up their neighborhood. We also have Eggstravaganza at Central Park. We usually have about 2,000 kids participate and will be open for kids ages 0-10. On April 21st will also be next SENSES and Walk of Western Stars unveiling. Finally, we are hosting an alternative event in place of the Cowboy Festival, Party on the Pointe is going to be a one-day event that we still have to finalize details for, but just know that is on the horizon.

NEXT MEETING

Date: Tuesday, April 5, 2022

Location: Embassy Suites