



Tourism Bureau Agenda  
April 5, 2022, 12:00 p.m.  
Embassy Suites

---

**ATTENDEES**

Jasmine Foster (College of the Canyons); Tom Clearwater, Amita Patel, Gaby Mendoza, Imee delos Santos (Hyatt Regency Valencia); Bunny Feranda, Heather O'Brien (MB2); Samantha Schmitz (Lucky Luke Brewing Co.); Dep. Ben Sanchez, Dep. Rudy Hernandez (LA County Sheriffs); Lawrence Barr, Rachel Diamond, Chris Ott (Homewood Suites); Billy Dye, Memory Rudolph, Bernadette Galaviz, Shuki Koushandeh (Embassy Suites); Sergio D'Agustini (Reyes Winery); Desiree Carnevali, Jessi Lederer, Bryan Torres (Courtyard by Marriott); Debbie Dugger (Six Flags); Ammy Duffhues (American Travel Group); Beth Wageman (Wolf Creek); Maria Christopher (Rancho Camulos); Jo Anne Hilario (Best Western); Mike Christensen (Hollywood-Burbank Airport); Marilyn Sourgose, Evan Thomason, Amanda Casillas, Kayla Marquez, Garrett Wedel, Cailin Garcia, Justis Guardia, Shannell Gomez, Pat Downing (City of Santa Clarita)

**WELCOME**

**Billy Dye ([Embassy Suites](#))** – Welcome to Embassy Suites, we're glad to have you are here! We have a lot of new staff on board -- you've all already met my Assistant General Manager, Shuki, and our Sales Team, Bernadette and Memory, Evangeli is our Banquet Captain. We are pretty much back in full operation. Our restaurant Blossom Bar & Grill is open every day 5:00 -10:30 p.m. We are getting ready to reintroduce room service within the next few weeks. We change our menu seasonally, we will be switching to a summer menu at the end of May. Our pool is open morning to night and our fitness center is open 24 hours since restrictions have been lifted. We do complimentary breakfast every morning for our guests, we do an evening reception as well from 5:00 -6:30 p.m. We offer draft beer, well cocktails, and some wines are complimentary for guests. Aside from that, we have a full operating bar. Our restaurant is now on Yelp and anyone can eat at our restaurant, it's not just for guests. We have a show room available - if anyone would like to take a tour after lunch, Bernadette will be giving a tour.

**TOURISM OFFICE UPDATES**

- **2022 Collateral**
  - The 2022 *Visitor Guides* are now available. Evan and I dropped off boxes to the Tourism Marketing District hotels yesterday. If you need more let us know. The new Visit Santa Clarita rack cards are also now available and are displayed at our hotels, John Wayne, Ontario and Burbank airports, and racks throughout the Los Angeles area.
- **Summer Trolley**
  - As usual, it is planned for the trolley to run from Memorial Day weekend to Labor Day weekend (May 27 – September 11). It will pick up guests from several of the Tourism Marketing District hotels and drop off/pick up guests at the designated Six Flags spot in the mornings and evenings. Currently working on our printed collateral as well as signage which should be going up in the next month or so.

- **Santa Clarita Go!**

- Justis Guardia is with our City's Transit Division and is here to talk about Santa Clarita Go! which is the transit version of ride share. We see this as a huge benefit to the city and our visitors, so we are hoping people take advantage of this service.

**Justis Guardia (City of Santa Clarita Transit Division)** – Our program Go! Santa Clarita is the equivalent of Uber/Lyft and run by public transit. We just expanded the service area and now service the entire City. Anyone can download the [Trip Shot app](#) to request one of our vehicles and get a ride to anywhere in the City for \$2. You can also get connected to the Metrolink stations -- you can get anywhere in the city pretty easily. Anyone can get a ride in the city for \$2 (full fare) or \$1 (reduced fare). As of now, families or groups can take a trip (get picked up and dropped off at the same location) for just one fare currently, but hopefully as ridership and demands increases that will be limited to each paying guest will have 2 free guests accompany them. Also, for SENSES on April 21st we will be extending our hours so SENSES attendees can use the service to get there and also get home. We can handle heavy demand, we currently have about a 15-minute wait time. Most days we have two vehicles parked on either side of the city, so we are close to anyone who calls. We haven't had a problem with anyone waiting an extended period of time or not having enough vehicles. Vehicles have 12 seats, so it should be able to hold a group of 12.

- **Media Update**

- We have had some pretty good luck with the media lately. We had a travel writer from Canada visit us (we met her at the IPW trade show). I (Evan) was just on a podcast called "[LifeHacksLA](#)" - we got on their radar because they really liked our Instagram, so really appreciate Marilyn and what our team, including Amanda and Kayla, does with that. There is a lot of filming going on right now, so you'll see a San Fernando Valley Business Journal article come out that highlights that. We just found out that we will not be hosting Tacos & Tequila or Boots and Brews, Pat can talk about the events that we do have coming up. We do have the Spartan Race coming back.

- **2022 Special Events** (see list)

## **MEMBER/GUEST UPDATES**

**Pat Downing (City of Santa Clarita)** – Our brand-new Canyon Country Community Center is up and running and it's been super busy. Upcoming events: **April 16**: annual Eggstravaganza, with about 1,000 kids at Central Park running around and getting Easter eggs. It's one of biggest and shortest events, it will start at 10:00 a.m. and is over by 10:01 a.m.! If you have anything you would like to put in the eggs let me know, we are stuffing eggs as we speak, so if there are any coupons or specials you'd like to add let me know. **April 21**: is SENSES Block Party on Main Street in Old Town Newhall. This month will be Western-themed. **April 23**: Party on the Point (POP) which is a brand-new, one-time event. It has just about everything from entertainment, a roller-rink, music, climbing walls, Ferris wheel, super slides, you name it, it will be there. It will be held at The Centre. **April 30**: Grit OCR, an obstacle course race at East Walker Ranch. They bring in hundreds of people for that. Home & Garden show is happening that same weekend. There was also going to be the Pacific Coast trail run, but that one is not happening - it got cancelled. We will be continuing with our CELEBRATE series at the Canyon Country Community Center. We had our first one last week, which was Polynesian themed. About 800 people attended - it was a great turn out and was super exciting. The next one will be celebrating our Sister Cities in the Philippines, Ecuador, Japan, and China. 4<sup>th</sup> of July parade, run, and fireworks will be happening. That will lead us into Concerts in the Park which starts July 9<sup>th</sup>.

**Jasmine Foster (College of the Canyons)** – We are on Spring Break. All is going well. We have a semester youth camp going on right now. This weekend we have Jay Leno at the Performing Arts Center. There are two shows, one at 5:00 p.m. and another at 8:00 p.m.

**Maria Christopher (Rancho Camulos Museum)** – A reminder that we are only open on Sundays for docent-led tours. We are also open for tours by appointment. We have special events – check our website for details. You guys might be interested in our event on April 24<sup>th</sup>, we have the author of *Ramona Memories* which is a book about tourism and the shaping of Southern California.

**Bunny Feranda (MB2)** – We are still currently not open. We are still waiting on the final sign off, so we are hoping to get that in the next few weeks. We appreciate everybody's support and we are excited to open.

**Garrett Wedel (City of Santa Clarita)** – On the resident-side of things, we have a new video series that's being published weekly called "This Week in Santa Clarita." I host it with a few other team members from Communications and we talk about events from SENSES to Party on the Point. Be sure to tune in on our social media channels on Instagram, YouTube, and Facebook.

**Desiree Carnevali (Courtyard by Marriott)** – The only update we have from Courtyard is we now have mobile key.

**Mike Christensen (Hollywood Burbank Airport)** – We just got our February numbers in and compared to 2020 we are down 18% since the pandemic started. March is looking a lot better. We have added non-stop flights to Spokane and Boise. April 18<sup>th</sup>, we find out about the Federal mask mandate, if they're going to extend it for all airports or we will no longer need masks at airports.

**Tom Clearwater (Hyatt Regency Valencia)** – I would like to announce and introduce our new Director of Sales & Marketing, Amita Patel. She comes to us from the Double Tree Galleria in Houston, but she has Southern California roots. I'll let her say a few words.

**Amita Patel (Hyatt Regency Valencia)** – I just wanted to say I am so excited to be back in Southern California. I am looking forward to meeting every single one of you and connecting to schedule some appointments.

**Sergio D'Augustini (Reyes Winery on Main)** – Thank you Embassy Suites for this wonderful lunch. On May 5<sup>th</sup> at Reyes Winery on Main, we will have a Latino Business Alliance event – cost is \$25 for members and \$35 for non-business members. On April 7<sup>th</sup>, we will have a comedian between 8:00 -10:00 p.m. on the rooftop. He did a show at the winery before and it was successful. There will be a cover charge. On April 9<sup>th</sup>, we will have music by Melanie Martel.

**Deputy Ben Sanchez (LAPD)** – Rudy Hernandez is my partner. I am sorry I haven't been able to attend the past couple of months. If you have any questions for me or my partner, we will gladly help you out. We just moved into our new station last month, it helps out with our response times to the Canyon Country side of the town. We will have new members to our team next month. Deputy Hernandez will be taking over for me soon as I will be leaving.

**Lawrence Barr (Homewood Suites)** – Business is well. We will be starting construction on the 70-room Hampton Inn. You might begin to see some traffic build up there. But we are excited to begin construction on the connection to the Hampton Inn.

**Debbie Dugger (Six Flags Magic Mountain)** – We have a new coaster opening up this year called Wonder Woman Flight of Courage. It's the largest and tallest single rail coaster. It should open

sometime this summer. There are some of you that I would like to connect with on the lodging website.

**Jo Anne Hiliario** ([Best Western & Holiday Inn Express](#)) – Business is well. You are all welcome to visit the properties.

**Ammy Duffhues** ([American Travel Group](#)) – I own my own travel company specializing in inbound markets, mainly from Australia. Due to the pandemic, business has been slow and I attended this meeting to meet and connect with businesses in the area and the tourism office. We are here to see if there would be an opportunity to create a package that we could sell to our customers and sell Santa Clarita.

**Beth Wageman** ([Wolf Creek](#)) – Our 25<sup>th</sup> anniversary was last week and we created a new beer to celebrate. It is a new triple west coast IPA that we named “Rob Would Approve.” We have had celebratory specials going, the most recent one has been Rob’s Big Boy Combo that comes with a beer and a glass for \$25. Today we are doing Megan’s Chocolate Cake for \$0.25. Thursday is National Beer day so we will have house beers \$5 all day long.

**Samantha Schmitz** ([Lucky Luke Brewing Co](#)) – We moved into the former Wolf Creek Brewing facility. Our grand opening will be Saturday, May 14<sup>th</sup> - there will be specials, live music, and glassware. We are hoping to draw a large crowd. On Wednesdays, we have 25% of our sales go to Bridge to Home and Wolf Creek will be doing something similar. Come visit us and we hope to see you at our Grand Opening.

#### **NEXT MEETING**

Date: Tuesday, May 3, 2022

Location: Reyes Winery on Main