



Meeting Notes
May 3, 2022, 12:00 p.m.
Reyes Winery on Main

ATTENDEES

Lawrence Barr, Christopher Ott, Rachel Diamond (Homewood Suites); Rudy Hernandez, Deputy Sierra (LASD); Lianne Riban (Residence Inn); Jo Anne Hilario (Best Western); Jessi Lederer, Bryan Torres (Courtyard by Marriott); Memory Rudolph, Bernadette Galaviz (Embassy Suites); Sergio D'Agustini (Reyes Winery); Samantha Schmitz (Lucky Luke Brewing Company); Kris Hough, Tami Stephens (Senator Mike Garcia); Debbie Dugger (Six Flags Magic Mountain); Bunny Feranda, Heather O'Brien (MB2 Entertainment); Imee Delos Santos, Gaby Medoza (Hyatt Regency Valencia); Maria Christopher (Rancho Camulos Museum) Mike Christensen (Hollywood-Burbank Airport); Patsy Ayala (Assemblywomen Suzzette Valladares); Marilyn Sourgose, Evan Thomason, Amanda Casillas, Kayla Marquez, Patrick Downing, Garrett Wedel, JoDee Roth, Brittany Hillsinger (City of Santa Clarita)

WELCOME

Sergio D'Agustini (Reyes Winery) – Introduced Nina, Manager and Angelique, Server. Happy to welcome the group for lunch (typically not opened at this time, but it is possible). Upcoming events: Cinco de Mayo specials at 5:30 p.m. on May 5 (part of Latino Business Allcance/Chamber); live music by Melanie Martel on Saturday, May 7 from 4-7 p.m.; Mother's Day Brunch this Sunday @ \$60 per person (includes prime rib, turkey breast, shrimp cocktail, lox and bagels. Happy to take you on a tour of the rooftop at the end of today's meeting.

TOURISM OFFICE UPDATES

- **Weekly Events List, Bi-monthly E-newsletter, Socials**
 - **Weekly Events List**
 - Hotels – please let us know if a format change is ok and provide us with your input on what information we should include that will be most helpful to your guests.
 - **Social Media & E-newsletter**
 - See page of samples of our e-newsletter and social media pages. Please like and follow us on Instagram, Facebook, and Twitter. Sign up to receive newsletter @ VisitSantaClarita.com
 - We can promote any events or specials you have coming up – send us the information and PHOTOS!
 - Shout out to Embassy Suites for sharing a photo and info on restaurant.
 - We are working with our Communications division on video creation – stories to post across social channels. Recently visited Daily Harvest and other restaurants. If you have an idea or want us to come create something, please reach out to Kayla and Amanda. so we can set something up. Overall, this should give Santa Clarita more business and provide more visitors for all of us. This is for anyone, we feel it would be a great opportunity for everyone and their businesses.
- **Upcoming Conference(s)**
 - HelmsBriscoe: Annual Business Conference (ABC) & Partner Fair: May 10-11 (meeting planners)

- IPW: June 4-9. (attracts international and domestic travel buyers and journalists from all over the world)
- **Bike Month**
 - May is National Bike Month
 - Bike to Work Challenge: week-long challenge Monday, May 16, through Friday, May 20. On Thursday, May 19, five pit stops will be available to participants with free refreshments and giveaways. GreenSantaClarita.com to be entered into a raffle for free prizes.
- **2022 Special Events**
 - **City Events**
 - CELEBRATE – Sister Cities (Philippines, Ecuador, Japan). Celebrates cultures, customs, food from around the world (music, dance, food, art) 6-9pm at the Canyon Country Community Center on Friday, May 6.
 - SENSES Block Party on Main Street – Thursday, May 19 7-10 p.m. Nintendo themed.
 - Boots in the Park – Saturday, October 15 @ Central Park
 - Featuring Dustin Lynch; food, drinks, line dancing and art installations
 - ALL AGES. General Admission \$59, VIP \$149
 - Thank you to hotels for providing rates for their team and for providing links for the concert-goers
 - July 21-24 Canyon Aquatics is hosting sectional swim meet.

Evan - we really appreciate Sergio and everyone here at Reyes having us – it is a great addition to Main Street. After the rooftop tour, I hope you can walk the street to see the other businesses in the area:

- Newhall Crossings (near parking garage) - two restaurants opened up there, Rustic Burger House and Maginn's Pub.
- Hart & Main will be opening up a new venue.
- Parking: parking garage at Newhall Crossings and a public lot at the other end of the street at 6th and Main.

MEMBER/GUEST UPDATES

Debbie Dugger (Six Flags Magic Mountain) – There has been a lot of progress on the new Wonder Woman ride – may open in the summer. Hurricane Harbor opening May 28. We have a new private party that we booked called Goth on the Mountain - September 16. Their tickets are already available online. It's strictly private, they'll begin at 7 p.m. and will take over the park for the rest of the night. They have some bands and DJs booked. It is a family-oriented event, open to everyone.

Patrick Downing (City of Santa Clarita) – Party on the Pointe (POP) was last weekend and was very successful, thousands of people showed up. POP was a one-time event. Concerts in the Park starts July 9 with Don't Stop Believing. Eight concerts each Saturday, ending with Boogie Nights. Boots in the Park on October 15 with Dustin Lynch. Then, on September 3 Boots and Brews will be back at Central Park.

Maria Christopher (Rancho Camulos Museum) – Scheduled tours on Sunday from 1-4 p.m., also do tours by appointments and public events. Upcoming event: Paranormal Investigation on May 22 - a training class on how to find ghosts and what to do when you find them. In June we will begin a series of ghost tours. Heritage Valley will also be having a lot of good things to do during the

summer. Lake Piru will have water sport activities. Filmore Railway is now Sierra Northern - they are hoping to start running passenger trains. Heritage Valley Inn is going to be restored to a vintage hotel – will be an exciting change.

Rudy Hernandez (LASD) – Relatively new to the crime prevention unit, but met some of the group last month with Deputy Ben Sanchez (this is his and unfortunately, he couldn't come today). Deputy Sierra is here with me today - he is a member of my team and works in Canyon Country. We have a lot of new faces in our team, but we're excited to meet everybody and help out. We are trying to keep Main Street a safe place to visit and enjoy themselves. In the summertime, we will be working with our reserve forces to keep Friday and Saturdays (maybe Thursdays) a mobile unit to patrol for about 4-5 hours. We want to remind people to lock their doors and keep valuable items out of sight.

Lianne Riban (Springhill Suites) – We don't have many new updates. We started dinner service a few months ago and we have been continuing with that. We just hit our one-year anniversary last week.

Jessi Lederer (Courtyard by Marriot) – We don't have any new updates just looking forward to summer.

Samantha Schmitz (Lucky Luke Brewing Co.) – We have our grand opening on Saturday, May 14. I would like to invite all of you to come and celebrate with us. We will have a ribbon cutting at noon, live music, food trucks, beer releases, special merchandise, and raffles all day long. We are currently open 7 days a week, but we wanted to wait to celebrate our grand opening in warmer weather. This Friday, we have Silent Disco. On Saturday, we partnered up with What's Up SCV and they are hosting a food truck event.

Jo Dee Roth (City of Santa Clarita) – I work for the City of Santa Clarita in the Engineering division. I issue permits, basic plan checking, and anything over the counter. If you come to City Hall, you might see me.

Brittany Hillsinger (City of Santa Clarita) – I work for Public Works for the City of Santa Clarita. In my division, we oversee the streets - asphalt, concrete, street signs. We also oversee the City fleet vehicles and facilities.

Jo Anne Hilario (Best Western) – We have no new updates. If anyone/communities need anything we will happily support.

Gabby Medoza (Hyatt Regency Valencia) – Thank you Sergio for having us. We don't have any big updates. We will have a Mother's Day Brunch - I handed out the menus earlier and you are all welcome to come. Amita (Director of Sales) who joined us at the last meeting has been fully integrated with the team and we are hoping she can attend more meetings.

Mike Christenson (Hollywood-Burbank Airport) – Our passenger count in March was unofficially about 4% higher than it was in 2019. Things are really starting to pick up and our parking lots have been full. One thing we are really excited about is the Pet Therapy program in June. If anyone in the hotel industry knows of any major events or travelers, please let us know because we can reach out to the airlines.

Memory Rudolph (Embassy Suites) – We don't have a lot of updates. We have started lunch service on Friday 11 a.m.-2:30 p.m. We still have dinner 7 days a week. We have restarted room service. If anybody needs anything, please reach out.

Lawrence Barr ([Homewood Suites](#)) – We don't have any new updates. Business has been busy.

Heather O'Brien ([MB2 Entertainment](#)) – We are officially opened! Hours: 11 a.m.-11 p.m. Monday-Thursday; Friday and Saturday 11 a.m.-12 a.m. We have great lunch specials. One of the things we have been working on is a Chili Cook-Off on October 29 from 5 p.m.-9 p.m. All the information is on our website. We have go-carts, laser tag, mini golf, and an arcade. We are booking a lot of private parties. We are happy to be a part of the community.

Kris Hough ([Senator Scott Wilk](#)) – I am in the constituent's office here in Santa Clarita. We don't have any new updates. We are still taking a lot of calls about state agencies having issues as they recover from the pandemic. If you need any assistance in that regard let me know.

Tammi Stephens ([Congressman Mike Garcia](#)) – I am in the constituent's business. If you are having issues with state agencies, please let me know.

Patsy Ayala ([Assemblywoman Suzette Valladares](#)) – I am here to represent Assemblywoman Suzette Valladares. If you need any assistance with California agencies, please let me know I can help be your liaison.

NEXT MEETING

Date: Tuesday, June 14 (please note this is a week later than our normally scheduled meeting)

Location: TBD