



Tourism Bureau Agenda
June 14, 2022, 12:00 p.m.
Homewood Suites

ATTENDEES

Lawrence Barr, Christopher Ott, Rachel Diamond (Homewood Suites); Rudy Hernandez (LASD); Lianne Riban (Residence Inn); Jo Anne Hilario (Best Western); Desiree Carnevali, Alissa Elhelou, Bryan Torres (Courtyard by Marriott); Memory Rudolph, Bernadette Galaviz (Embassy Suites); Jasmine Foster (College of the Canyons); Sergio D'Agustini (Reyes Winery); Samantha Schmitz (Lucky Luke Brewing Company); Gabby Medoza (Hyatt Regency Valencia); Patsy Ayala (Assemblywomen Suzzette Valladares); Kimberly Velazquez, Nallely Lara (Hyatt Place, Delano); Marilyn Sourgoose, Kayla Marquez, Carol French, Patrick Downing, Justis Guardia (City of Santa Clarita)

WELCOME

Lawrence Barr – happy to see everyone here and were happy that we're finally hosting a meeting here! Following the meeting, Rachel will take you a tour, tag along after to see the property.

Hello, good to see everyone today. Thank you all for coming and thank you Lawrence, Rachel, and team for working with us to make this happen today. We are so happy to be here. We are going to go through a quick agenda.

TOURISM OFFICE UPDATES

- IPW Recap – attended IPW which is the largest inbound travel trade show. We had 20 international media appointments and over 40 appointments with travel buyers and companies that want to sell six flags tickets. We found that most travelers want something new and different other than Disneyland.
- Visit California Editorial Calendar – This month is featuring sunrise and sunset spots, if you have photos for this please let me know.
- Local Business Updates to Westfield Town Center:
 - Fabletics
 - Devil and Angel desserts
 - Hart & Main
- 2022 Special Events List
 - Upcoming City Events:
 - Senses on Main – June 16 – Summer Camp
 - Celebrate: July 1 – Greece
 - Concerts in the Park
 - July 1 – DSB: A Tribute to Journey
 - July 16 – Bruno & The Hooligans: A Tribute to Bruno Mars
 - July 23 – Redneck Rodeo OC: Country
 - July 30 – Blue Breeze Band: Soul and R&B

- August 6 – Dreaming of You: A Tribute to Selena
- August 13 – Yachty by Nature: Yacht Rock
- August 20 – Twisted Gypsy: A Tribute to Fleetwood Mac
- August 27 – Boogie Knights: Disco
- Summer Trolley had almost 600 riders over the past 2 weeks, please continue to promote the trolley to your hotel guests.
- Lastly, tell us about your summer activities/ specials and we will promote them on our socials. Evan and I are available to do front-life
- Amanda is no longer at the City, if you know anyone who is looking for a job we have a social media position open, have them apply on the City website.

MEMBER/GUEST UPDATES

Rachel Diamond (Homewood Suites) – We don't have any new updates. Business has been busy.

Bernadette (Embassy Suites) Things have been busy for us. In celebration of national bourbon day, we are offering specialty drinks and pulled pork sandwiches today.

Gabby (Hyatt Regency) No updates from us, things have been very busy for us.

Justis Guardia (City of Santa Clarita) – the Trolley is going well so I'm happy about that. We started the beach bus running to Santa Monica through September for \$3 round trip. Santa Clarita GO is again another great resource that we offer to residents and guests inside of Santa Clarita Valley. If you have any questions please contact me.

Jasmine Foster (College of the Canyons) – Summer sessions have started at College of the Canyons. Graduation week was full with all the schools in the valley using COC for their graduation. No updates, everything is well. Culinary Arts is not currently open, they do serve lunch on Tuesday's but regular restaurant hours wont open till the Fall.

Jo Anne Hilario (Holiday Inn Express and Best Western) – Trolley is working out very well, our guests love it. Nothing else to report, it's been busy for us.

Sergio D'Augustini (Reves Winery on Main) – We're having a cigar night every second Tuesday of the month. We are also hosting a Ma Jung night. It's a Chinese game that is not difficult and extremely intriguing. We are having that this Tuesday the 28th. We are participating in Senses and providing tapas and wine for sale.

Patrick Downing (City of Santa Clarita) –Concerts in the Park starts July 9th with Don't Stop Believing, we will have 8 shows in a row and it will end in August with Boogie Nights. We also have Boots in the Park on October 15th with Dustin Lynch. Then, on September 3rd Boots and Brews will be back at Central Park.

Lianne Riban (Springhill Suites) – We don't have many new updates.

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

Samantha Schmitz (Lucky Luke Brewing Co.) – Our official grand opening last month. This Saturday – whatsapp scv out with DJ and food. Next Friday mini beer fest – 13 breweries - \$40 tickets (father's day gift)

Patsy Ayala (Assemblywoman Suzette Valladares) – Nothing in the state’s budget to cover Tourism, if there’s something that you’d like to see changed, please contact me.

NEXT MEETING

Date: July 12

Location: TBD