



Meeting Notes
January 10, 2023, 12:00 p.m.
Springhill Suites

ATTENDEES

Lianne Riban (Springhill Suites); Kris Hough (Scott Wilks Representative); Sergio D'Agustini (Reyes Winery); E.J. Stephens (New Hollywood Tours); Tom Clearwater (Hyatt Regency); Maria Christopher (Rancho Camulos); Samantha and Brian Schmitz (Lucky Luke Brewing); Jessi Lederer, Bryan Torres, Ethan (Courtyard by Marriott); Tom Dolinsky (Hampton Inn); Debbie Dugger (Six Flags Magic Mountain); Mike Thompson (Santa Clarita Sheriff's Station); Alicia Alcantar & Liza Olvera (Hilton Garden Inn); Jo Ann Hilario (Best Western and Holiday Inn Express); Marilyn Sourgose, Evan Thomason, Kayla Marquez, Stephanie Villafuerte – Tourism, Christopher Page – Business Sponsorship, Jared Anderson – Communications Division, Justis Guardia – Transit, Casey Miller – Arts & Events (City of Santa Clarita).

WELCOME

Lianne Riban, Sales Manager of [Springhill Suites/Residence Inn](#), welcomes guests and provides background on the hotel. Springhill Suites opened in 2021 and is currently hiring staff (open positions include housekeeping, front desk, and night staff).

TOURISM OFFICE UPDATES

- **2023 Tourism Bureau Membership**

- Thank you to those who have turned in their Tourism Bureau agreement and paid the membership fee! There are blank agreements under agenda packet for anyone that still need to sign theirs – please reach out with any questions
- You are more than welcome to continue attending meetings even if you do not renew your membership – a fee for lunch will be collected

Meeting Locations, Meet-Ups/Mixers

- If you'd like to host any future meetings or have any suggestions for a location, please reach out to Marilyn or Kayla

- **Upcoming Conferences/Trade Shows**

- **Religious Conference Management Association (RCMA)**

- Bernadette Galaviz from Embassy Suites and Marilyn will attend the RCMA, a meeting with religious meeting planners, from January 24-26, 2023
- Reach out to Marilyn if you have anything you'd like to send out while at RCMA (such as hotel one-sheets)

- **Visit California – Destination Presentation in Sacramento**

- Visit Santa Clarita was invited to meet with the presentation team and present 'Life in Santa Clarita' in 15 minutes
- Other cities that will be there include Los Angeles, Torrance, Santa Monica, and Pasadena

- Visit Santa Clarita will be traveling to Sacramento with Kirk Smith from Six Flags Magic Mountain and Samantha & Brian Schmitz from Lucky Luke Brewing Company
- We will be having a raffle for guests to win prizes so please feel free to contribute anything like hotel stays, restaurant and winery gift cards
 - For example: Six Flags Magic Mountain is providing complimentary tickets as a prize
- **Gold Pass Journalist (Malik Cocherel)**
 - Visit California's gold pass program provides the opportunity for places like Santa Clarita to get coverage by journalists who cover various California destinations
 - This year, freelance writer Malik Cocherel will be in Santa Clarita from January 18-20 and will visit film and historic sites around the city
 - He will stay at Hotel Lexen in OTN, tour Melody Ranch with Evan and E.J., as well as visit Vasquez Rocks before heading to Los Angeles
- **2023 Special Events**
 - You can view the all the events for 2023 in the back of the agenda packet
 - Events in red: Not confirmed yet but were previously held in Santa Clarita
 - Events in black: Confirmed to take place
 - Some 2022 highlights include: hosting Boots in The Park with Dustin Lynch as headliner, 3 media personnel came to Santa Clarita to cover the city

MEMBER UPDATES

Kris Hough ([Scott Wilk Representative](#)) – No updates; here to help with any state agency needs.

Jared Anderson ([City of Santa Clarita – Communications Division](#)) – No updates.

Justis Guardia ([City of Santa Clarita Transit](#)) – Holiday Light tour had a great turnout and construction is currently being done at transit facility.

Sergio D'Agustini ([Reyes Winery](#)) – Next wine pairing dinner is on January 26th where there will be appetizers, salads, entrees and all paired with wines. Mahjong and Cigar nights continue on at Reyes Winery on Main, and wine festival is currently a work in progress as there is no set location yet.

E.J. Stephens ([Newhallywood Tours](#)) – Newhallywood Tours is run by E.J. and his wife, E.J. represents Melody Ranch and guides the tour there. Not really able to promote much due to heavy production always taking place but currently working to rebuild the western town there and should be done by March/April 2023. Newhallywood also hosts the Silent Film Festival which will be in-person for the first time on February 26 – location TBD.

Tom Clearwater ([Hyatt Regency](#)) – No updates.

Maria Christopher ([Rancho Camulos](#)) – Museum is open every Sunday from 1-4 p.m. for tours and private appointments as well, last Sunday of every month is reserved for special events: January is Helen Hunt reenactment, new sight manager Barbara D'Hart, and the Sunburst train in Heritage Valley will have new routes soon due to bridge collapsing.

Samantha and Brian Schmitz ([Lucky Luke Brewing Company](#)) – Keeping busy at the brewery with different events like speed dating, off-road meet-up (car show), Monday night trivia, and building events list for 2023.

Chris Page ([City of Santa Clarita – Business Sponsorship](#)) – Cowboy Festival is confirmed for April 22, but still looking for venue. The I Do event is happening this Valentine's Day at City Hall, so please reach out if you'd like to contribute any gifts for the couples (i.e. hotel stays, restaurant gift cards for raffle).

Jessi Lederer & Bryan Torres ([Courtyard by Marriott](#)) – No updates, brought new faces to the meeting: general manager Tom Dolinsky from Hampton Inn and sales manager Ethan from Courtyard.

Debbie Dugger ([Six Flags Magic Mountain](#)) – Now closed Tuesday-Thursday, but will be open all week during spring break then close again until Memorial Day week. Looking to for new and old events to come in 2023, including coaster groups coming in later in the year.

Mike Thompson ([Santa Clarita Sheriff's Station](#)): Zones Valencia and Stevenson Ranch area, please reach out with any questions.

Alicia Alcantar & Liza Olvera ([Hilton Garden Inn](#)): Renovations started yesterday and Tesla charger points now up and running.

Jo Ann Hilario ([Best Western & Holiday Inn Express](#)): No updates, currently hiring for front desk.

NEXT MEETING

Tuesday, February 7 @noon

Location: TBD