



Meeting Notes

March 14, 2023, 12:00 p.m.

Slater's 50/50

ATTENDEES

Bernadette Galaviz and Nicole Thomason (Embassy Suites); Carol Rock (Santa Clarita History Center); JoAnn Kruse (Santa Clarita International Film Festival); Lianne Riban (Springhill Suites); Lawrence Barr (Homewood Suites); Sergio D'Agustini (Reyes Winery); Maria Christopher (Rancho Camulos); Jo Ann Hilario (Best Western/Holiday Inn Express & Suites); Samantha Schmitz (Lucky Luke Brewing Company); Imee Delos Santos, Cassandra Finch, Tom Clearwater (Hyatt Regency); Ethan Lai (Courtyard by Marriott); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station); Marilyn Sourgose, Evan Thomason, Kayla Marquez, Stephanie Villafuerte – Tourism, Christopher Page – Business Sponsorship, Jared Anderson – Communications Division, Justis Guardia – Transit, Casey Miller – Arts and Events (City of Santa Clarita).

WELCOME

Homayoun Daryani, Owner & General Manager of [Slater's 50/50](#), welcomes members and shares brief history on the restaurant. Originally started in Orange County 12 years ago, with the Valencia location opening during the pandemic in June 2020. Slater's is committed to being a fun, family-friendly establishment with good food, a coffee bar, a pool bar, and a self-serve beer tap, the first in Westfield Valencia Town Center.

TOURISM OFFICE UPDATES

- **Visit California Outlook Forum – Marilyn Sourgose**
 - Changing focus to "California: The Ultimate Playground"
 - Also focusing on attracting visitors by making meeting spaces possible for big events through their "Meet What's Possible" campaign. (Check out Visit California's [website](#) for more information).
 - International travel
 - Mexico and Canada recovering fastest with travelers
 - Focus is on local experience, road trips, and luxury (especially in extended family travel)
 - US travelers planning to drive more since airfare prices continue to rise, so value and price messaging is important
 - Important to note: marketing should go towards Boomers and Gen X since they have more disposable income at this point in their lives
- **Turismo Etc. (Brazil) – Marilyn**

- Marilyn met with several members of international media at last year's IPW travel tradeshow
- Next month, a writer from Brazil will be doing a month-long road trip in California from April 22-26
 - Writer will be staying locally and making Santa Clarita his "home base" while traveling throughout various nearby cities (LA, Ventura, but also OTN and Six Flags Magic Mountain)
 - A piece will be written about the trip and shared on socials platforms, YouTube, and website
 - It will also be published on guides and e-books for Brazilian travelers
- **Social Media Update – Kayla Marquez**
 - Annual marketing campaign is now complete
 - Subscribe to our bi-weekly e-newsletter!
 - Currently have 27,000 subscribers
 - Currently have 7,400 followers on Instagram, 31,000 on Facebook, and 4,400 on Twitter
 - Any events or specials you would like us to share on our socials, please reach out to Kayla
- **2023 Visitor Guide – Evan Thomason**
 - A long time in the works, but new visitor guide is out and also available [online](#)
 - If you want a physical copy, please let us know and we can mail you one
 - Updated diorama promoting Visit Santa Clarita is also out in Burbank Airport
- **2023 Special Events**
 - Boots in the Park (March 4) was successful with a turnout of 6,500 people, artist meet and greet, and looking to come out again next year
 - Legends soccer tournament was held on March 11-12 with 1,400 people in attendance
 - Currently working with Legends to send out survey about their stay in Santa Clarita
 - If there is any coverage you'd like, let us know and we can share with legends
 - First [SENSES Block Party](#) is coming up soon March 16
 - Possible Tourism Bureau mixer to coincide with April's SENSES
 - Six Flags Magic Mountain
 - Weather permitting, park is now open every day through April for spring break and also [#ScreamBreak](#) event which is happening on select weekends
 - Parapod Festival coming to Hyatt Regency on March 31 and April 1

MEMBER UPDATES

Bernadette Galaviz ([Embassy Suites](#)) – Busy spring break with families, team is putting together St. Patrick's specials so please stop by.

Carol Rock ([Santa Clarita Valley History Center](#)) – Open for walk through traffic, museum is opening again near the end of the year, and SCHC will be at Cowboy Festival.

JoAnn Kruse ([Santa Clarita International Film Festival](#)) – Currently organizing various events in June leading up to festival coming up in December.

Lianne Riban ([Springhill Suites/Residence Inn](#)) – Currently searching for new chef.

Lawrence Barr ([Homewood Suites](#)) – Still undergoing construction, hopefully finished by January 2024.

Sergio D'Agustini ([Reyes Winery](#)) – Under new management in restaurant, expect to see wine sampling and appetizers from winery at upcoming SENSES.

Maria Christopher ([Rancho Camulos](#)) – Still open for guided tours (group or individuals), holding special events on the last Sunday of every month – next one is Orchid New Grass band where visitors can enjoy music in laidback outdoors event, California festival on April 15 which tickets will go on sale soon for, history presentation on April 16, and Rancho Camulos will have a booth at the Cowboy Festival with Sierra Railway representatives hoping to be there

Jo Ann Hilario ([Best Western & Holiday Inn Express](#)) – Now have a new general manager.

Samantha Schmitz ([Lucky Luke Brewing Company](#)) – Prepping for summer events, St. Paddy's party on 3/17 with DJ and food trucks and limited edition prizes, live music every Saturday, NEW Friday Night Lights where there will be food trucks on patio, Monday night trivia still happening, and collaborative beer made by all four Santa Clarita breweries (Lucky Luke, Pocock, Draconum, Telco and Wolf Creek) called "Four Corners" will be released on 3/15 and should be available at all brewery locations by the weekend.

Imee, Samantha, Tom ([Hyatt Regency](#)) – St. Paddy specials happening this weekend and happy hour is also available, Easter Brunch next month, still filling up job openings.

Ethan Hai ([Courtyard by Marriott](#)) – Currently hiring for sales coordinator.

Casey Miller ([Arts & Events](#)) – SENSES Block Party is starting up again on March 16 where there will be Irish themed entrée bar and drinks with pub atmosphere including darts, pool, and activities. Youth Art showcase will take place on at March 25 at Newhall Community Center with 8 different performers and art gallery. Cowboy Festival is also back on Main Street in April and schedules/vendors will be announced soon, Celebrate Cultural event series is also coming up in April at Canyon Country Community Center with the first theme being Egypt.

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

Chris Page ([City of Santa Clarita – Business Sponsorship](#)) – Thank you to those who contributed to Legends tournament goodies, excited to work with local breweries for upcoming beer festival.

Justis Guardia ([City of Santa Clarita Transit](#)) – Gearing up for summer and changing beach bus which focuses on taking riders to Santa Monica from June to September, trolley coming up in summer as well.

Deputy Wells and Deputy Valle ([Santa Clarita Sheriff's Station](#)) – Please reach out for any concerns or inquiries.

NEXT MEETING

Date: Tuesday, April 4, 2023

Location: TBD

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