



Tourism Bureau Meeting Notes
April 4, 2023, 12:00 p.m.
MB2 Entertainment

ATTENDEES

Jasmine Foster & Desiree Dodd (College of the Canyons); Amanda Bigley (BabyQuip); Sergio D'Agustini (Reyes Winery); Jennifer Chadwick (Salt Creek Grille); Laina McFerren and Beth Wageman (Wolf Creek Restaurant); Samantha Schmitz and guest (Lucky Luke Brewing); Maria Christopher (Rancho Camulos); Carol Rock (Santa Clarita History Center); Jessi Lederer and Ethan Lai (Courtyard by Marriott); Joanne (Santa Clarita International Film Festival); Billy Dye (Embassy Suites); Tom Clearwater and Amita Patel (Hyatt Regency); Marilyn Sourgoose, Kayla Marquez, Stephanie Villafuerte – Tourism, Kevin Strauss – Communications Division, Justis Guardia – Transit (City of Santa Clarita).

WELCOME

Bunny Feranda, Events Coordinator at MB2 Entertainment, welcomes members and announces that the fun center will be celebrating their one-year anniversary on April 27. More details regarding what specials and events they will be holding for the occasion are TBD.

TOURISM OFFICE UPDATES

- [International Slow Pitch Softball](https://visitsantaclarita.com/isps/) (May 12-14)
 - Thank you to TMD hotels for providing rates, all are listed on site
 - Currently in search for sponsorship and discounts at local attractions for prize packages which will go to top 3 teams <https://visitsantaclarita.com/isps/>
 - If interested in participating, please reach out to Marilyn
 - The Master's University will be holding a tournament on September with 1,500 participants
 - There is a page created for discounts at local attractions, please contact Marilyn if interested in contributing
- **Upcoming Conferences**
 - Sports ETA (May 8-11)
 - A sporting event which Evan will be attending for those interested in visiting Santa Clarita for tournaments, meets, competitions, etc
 - IPW (May 20-24)
 - Conference which Marilyn and Evan will be attending to attract international travelers and media groups
- **Business Development Updates**
 - Coming soon to Newhall Crossings:
 - Form + Content, a lifestyle boutique similar to Anthropologie
 - Brixton Phoenix, a baby store
 - C'est Lamour, nail salon

- Victory Public House, a pizza and arcade place
- Other:
 - Vallarta headquarters will be arriving to Santa Clarita, bringing in 200 more jobs
 - Total Wine has arrived and are doing amazing, people especially love their tasting room
 - Grocery Outlet will be coming to Saugus where former Rite Aid used to be and Aldi will be where the former TJ Maxx was in Canyon Country
 - Flying Yolk, an all-day breakfast restaurant, will be arriving next to Real Life Church
 - Burlington Coat Factory and Five Below will take over former Babies R' Us in Centre Pointe Village
 - Tesla will be moving in lot adjacent to Infinity dealership
 - Tesoro Annexation is in progress, we gained over 1,000 homes within City limits
 - Westfield is looking to sell their property so the City is currently working on a Town Center Specific Plan which will be used as a strategic framework for any future development projects and expand economic opportunities
 - Please scan QR code found on card where you can share your thoughts on the plan for a public outreach event/meeting that will be in May
- **2023 Special Events**
 - Mixer – Save the Date: Thursday, April 20th (Old Town Newhall)
 - Details are still being worked out, but the mixer will likely take place from 5 – 7 p.m. to coincide with the SENSES Block Party that night
 - Six Flags Magic Mountain – Debbie's update
 - [Scream Break](#) continues on at park until April 16
 - [Tacos & Beers fest](#) will take place from March 9 – April 16
 - Hurricane Harbor will be open to public starting May 21

MEMBER/GUEST UPDATES

Jasmine Foster & Desiree Dodd (College of the Canyons): Students currently on spring break, alumni basketball fundraiser on April 16, on April 19 there will be a business after-hours mixer and on April 25 there will be a ribbon cutting for the new student resource center at Canyon Country campus, graduation is on June 2

Amanda Bigley (BabyQuip): BabyQuip is an independent quality provider that rents insured and well-kept baby gear to traveling families. If any hotels or businesses are interested in working together, please reach out.

Kevin Strauss (City of Santa Clarita – Communications Division): Cowboy Festival will be on April 22-23 in Old Town Newhall (starting at roundabout up until 8th street), a detailed map and schedule for the event will be released soon. Town Center Specific Plan is also in the works as well.

Sergio D'Agustini (Reyes Winery): New management is going well, now only serving tapas and wine on the rooftop and dinner solely in dining area, upcoming five-course meal paired dinner will be within next month (date TBD).

Jennifer Chadwick (Salt Creek Grille): Easter brunch from 9 a.m. – 3 p.m. Pricing is \$69 for adults, \$19 for children 12 and under, live music on Saturday nights continues.

Laina McFerren and Beth Wagman (Wolf Creek): 26th anniversary is this month – to celebrate, certain menu items will be discounted 26% off every day, reservation-only Easter brunch and dinner from 10 a.m. – 8 p.m., catering kitchen has now expanded which also includes an expanded menu.

Samantha Schmitz (Lucky Luke Brewing Company): Friday night lights continue, live music on Saturdays, save the date for mini beer festival on June 16 called BFB – a staple event which Wolf Creek previously

held, where other breweries will be present and offer tastings and most funds will go to LA County Brewers Guild.

Maria Christopher (Rancho Camulos): Open Sunday for tours 1 – 4 p.m. by appointment, Piru History with lecturers and presenters on April 16, California Fiesta will be on April 21 with docent led tours, buffets, and live music, Artist's Day on April 28, and Santa Paula rail bikes currently running.

Carol Rock (Santa Clarita Valley History Center): Open for walk-through self-led tours Tuesday - Sunday from sunrise to sunset, history center is now in a museum assessment program where it will become more elevated, St. Francis memorial design has been approved and will be located at terminus of McBean Parkway, SCHC will also be at upcoming Cowboy Festival.

Justis Guardia (City of Santa Clarita Transit): Transit is providing shuttles for Cowboy Festival, along with Dial-a-Ride and GO! Transit pick up spots as well. Ridership is still high for GO! Transit, currently looking to add more vehicles, summer beach bus will officially be going to Ventura every Saturday and Sunday starting June 2 until Labor Day, hotel trolley also underway

Jessi Lederer and Ethan Lal (Courtyard by Marriott): New sales coordinator for Courtyard is Ethan Lal.

JoAnn Kruse (Santa Clarita International Film Festival): SCIFF will be in the first week in December, currently looking for sponsors and hoping to build SCIFF into more than just films by eventually implementing comedy and live music. Joanne also works with Cosmic Comedy – if any businesses are interested in live entertainment, please reach out.

Billy Dye (Embassy Suites): Preparing promotions for Memorial Day – if you extend your stay that weekend until Monday then earn more points for Hilton Honors, on-site restaurant will have new menu for spring/summer starting this Friday, Cinco de Mayo specials and Mother's Day specials on the way

Tom Clearwater and Amita Patel (Hyatt Regency): Easter brunch currently on open table, Mother's Day event underway, Happy Hour continues, and new dinner menu be launched to public soon.

MAY MEETING

Date: TBD

Location: TBD

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