



Meeting Notes

May 2, 2023, 12:00 p.m.

Holiday Inn Express & Suites

ATTENDEES

Carol Rock (Santa Clarita Valley History Center); Beth Wageman (Wolf Creek); Jasmine Foster (College of the Canyons); Heather O'Brien and Bunny Feranda (MB2 Entertainment); Sergio D'Agustini (Reyes Winery); Tom Clearwater, Immee Delos Santos, and Amita Patel (Hyatt Regency); Lisa Sojka and Nicole Thomason (Embassy Suites); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station); Debbie Dugger (Six Flags Magic Mountain); Samantha Schmitz and Chris Dane (Lucky Luke Brewing Company); Amanda Bigley (BabyQuip); Marie Scherb (Rancho Camulos); Kris Hough (Scott Wilk Representative); Andrew Taban (Assemblywomen Pilar Schiavo Representative); Kayla Marquez and Stephanie Villafuerte – Tourism, Monica Fawcett – Business Development, Justis Guardia – Transit, Casey Miller – Arts and Events (City of Santa Clarita).

WELCOME

Jo Ann Hilario, Sales Manager of [Best Western and Holiday Inn Express](#), welcomes guests and provides background on Holiday Inn Express. The hotel opened in April 2021, with over 100 rooms, a meeting suite, and has complimentary breakfast offered for guests. If anyone is interested, there will be a tour of the hotel afterward.

TOURISM OFFICE UPDATES

- **Cowboy Recap – Casey Miller**
 - The festival ran from April 22 and 23rd on Main Street
 - Everyone was happy to be back after three years!
 - Counting events throughout the week and the festival itself, there were about 10,000 people in attendance
 - No set date yet for 2024 festival, but possibly April 20th and 21st
- **International Slow Pitch Softball – Kayla Marquez**
 - Thank you to those of you who sent me discounts and room block links
 - This tournament is being postponed to September 22-23 due to misc. issues, so I will send out an email later this week to remind those of you who sent me links of those adjusted dates
- **Upcoming Conferences**
 - Sports ETA (May 8-11) – Evan will be leaving next Monday to Sports ETA and shortly after him and Marilyn will be going to Texas for IPW conference
 - Email Kayla with any information you'd like Evan to relay while there

- IPW (May 20-24)
 - Marilyn and Evan will both be attending
 - Again, feel free to send any information to Kayla for Evan to share
- **Business Development Updates – Monica Fawcett**
 - City of Santa Clarita is looking to develop a town center plan regarding next moves for Westfield
 - Town Center Open House in Carl Boyer Room on May 4th
 - Opportunity for you, family and friends to share thoughts or suggestions
 - Unlike other plans, this will provide the framework to look at the environment component of town center
 - Also looking at micro mobility, so any suggestions on going to and from locations are welcomed because it comes down to what the community wants
- **2023 Special Events**
 - Celebrate – May 12, 2023 at C4 – West Africa
 - SENSES – May 18, 2023 at OTN – Outdoor Adventure
- **Hotel Incident Report**
 - Thank you to hotels for being consistent and communicating with group for safety precautions
- Reminder to send photos of Santa Clarita to Tourism to use for annual visitor guide and social media

MEMBER/GUEST UPDATES

Carol Rock (Santa Clarita Valley History Center): Excellent turn out at Cowboy Festival, lots of sign-ups for newsletter, and working to renovate current buildings to museums

Beth Wagman (Wolf Creek): New menu items from catering kitchen coming soon, Mother's Day specials are coming up and taking reservations at the moment

Jasmine Foster (College of the Canyons): Focusing on graduation and finals at College of the Canyons, also moving towards building technology center that will be off-site and ready by 2024

Casey Miller (Arts & Events) – Celebrate: West Africa is on May 12th and flyers are available for anyone interested. SENSES is coming up on May 18 with outdoor adventure as the theme

Heather O'Brian and Bunny Feranda (MB2 Entertainment) – MB2's 1-year anniversary was this Friday, recently received music permit so live music will soon be playing, there will be a backyard BBQ in the yard area coming up, and gift cards are available to hotels for their guests

Justis Guardia (City of Santa Clarita Transit): Hometown trolley starts this month, beach bus starts early June and will head to Ventura, helped out at Cowboy Festival with shuttles, Dodger Day this month and shuttles will be provided too.

Sergio D'Agustini (Reyes Winery): Successful turn out at winery due to Cowboy Festival, Mother's Day specials, Cinco de Mayo specials, wine pairing dinner on May 25 with five course meals, new marketing effort with new consultant to run social media accounts

Tom Clearwater, Immee Delos Santos and Amita Patel (Hyatt Regency): Newest person on team is Astrid, Mother's Day brunch at Greater Pacific at \$75 per person, more info available on flyer

Lisa Sojka and Nicole Thomason (Embassy Suites): Cinco de Mayo specials at hotel, Memorial Day special for Hilton Honors guests where if they stay on Monday night, they get additional points

Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station) – No updates.

Debbie Dugger (Six Flags Magic Mountain) – 7 day operation begins on May 11 through August 31, Hurricane Harbor opens May 22, new events include Viva la Fiesta on weekends, Flavors of the World June 16 through August 6, pride event in Hurricane Harbor all Saturdays in June, looking to add fireworks onto park aside from July 4, Fright Fest dates are September 8 – October 31, Ocktoberfest is also September 8 – November 8, Veterans weekend and Holiday in the Park afterward, currently have GradNite coming up May 12 - 26, and now have solar in parking lots

Samantha Schmitz and Chris Dane (Lucky Luke Brewing Company): Dane works for Lucky Luke's distribution and looking to get more involved with Santa Clarita as a brewery, Cinco de Mayo event with beer release and DJ, special luau on Saturday 5/6, vendor pop-ups every other weekend, anniversary party this weekend, May 20 there will be an event where there will be bike show and live music, and mini beer festival towards end of June where they'll be more information to come!

Amanda Bigley (BabyQuip) – BabyQuip rents out baby equipment for visitors, currently creating mutual marketing opportunities

Marie Scherb (Rancho Camulos): Successful turn out at Cowboy Festival, museum will have a show on May 21 at 4pm called Pioneer Women and Aviators in SoCal with Barbara Schultz as speaker, Ventura county celebrates 150th anniversary this September until early 2024 so expect lots of activities

Kris Hough (Scott Wilk Representative) If interested in any bills or questions, please reach out to Kris Hough

Andrew Taban (Assemblywomen Pilar Schiavo Representative): Seventeen bills out of committee, excellent impression of Cowboy Festival, and working on mobile office hours

JUNE MEETING

Date: Tuesday, June 6, 2023

Location: College of the Canyons – Canyon Country Campus

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