



Meeting Notes
June 6, 2023, 12:00 p.m.
College of the Canyon – Canyon Country Campus

ATTENDEES

Bernadette Galaviz and Nicole Thomason (Embassy Suites); Megan Hosford (Valencia Country Club | The Oaks); Mike Christensen (Hollywood Burbank Airport); Jo Anne Hilario (Best Western|Holiday Inn Express); Jessi Lederer, Ethan Lai, Jhasmin Gambon (Courtyard by Marriott); Kris Hough (Scott Wilk Representative); Desiree Dodd and Jasmine Foster (College of the Canyons); Lawrence Barr, Chris, Ryan (Homewood Suites); Sergio D'Agustini (Reyes Winery on Main); Amita Patel, Imee Delos Santos, Cliff Monterrosa (Hyatt Regency); Cameen Heard (Red Lobster); Lianne Riban (Springhill Suites); Marie Scherb (Rancho Camulos); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station); Nicolas Echeverri – Transit, Danielle Marquez – Administrative Services, Evan Thomason, Marilyn Sourgose, Kayla Marquez, Stephanie Villafuerte – Tourism (City of Santa Clarita).

WELCOME

Jasmine Foster, Director of Community Relations at [College of the Canyons](#), welcomed members to the Canyon Country Campus and provided background on the school, including a new building and a ribbon cutting ceremony that took place a month ago. Graduation was on June 3, followed by the first summer session starting on June 5 and fall semester beginning August 18. Foster introduced Anthony Michaelides, Dean of Campus Services & Operations, who welcomed members to the campus.

TOURISM OFFICE UPDATES

- **New faces**
 - Megan Hosford, Director of Sales (Valencia Country Club), Jhasmin Gambon, Event Coordinator (Courtyard by Marriott), Cliff Monterrosa, Interim General Manager (Hyatt Regency Valencia), and Cameen Heard, Culinary Manager (Red Lobster), Danielle Marquez, Buyer (City of Santa Clarita)
- **Conference Recap**
 - **Sports ETA**
 - Evan recently went to meet with sports events producers and had scheduled 1:1 meetings to discuss bringing more tournaments to Santa Clarita
 - Highlights:
 - USA Flag Football – first weekend in March 2024, has held event here 2xs in the past and now wants to do a multi-year, add youth component, with 60-80 teams playing over a couple of days
 - Other promising conversations with Quadball and US Australian Rules Football
 - **IPW** – largest inbound travel trade show. Our fourth year going to this conference and we had over 60 scheduled 1:1 meetings with international media and tour operators.

- April - hosted media from Brazil - Luciano Palumbo (Turismo Etc.). He used Santa Clarita as a jumping off point – stayed here but drove to other spots like LA or Ventura and did a month-long road trip.
 - We're on their radar! Brought in good buzz from the Brazilian media and companies we met with and tour operators.
 - Will provide contacts to the hotels for the bed banks and tour operators that want to work directly with our local hotels - lots of follow-up to do as they'll reach out
 - Next year's conference will be in Los Angeles so we're looking to go big – FAM tours for media and tour operators.
 - Over 6,000 buyers at last conference, next year's most likely more since in California
- **Summer Trolley**
 - Currently running between most Tourism Marketing District hotels and Six Flags Magic Mountain/Hurricane Harbor. Service will end September 11.
- **SCV Business Journal article** - see attached [article](#) in packet.
 - Shout out to Evan and Sam from Lucky Luke for the information they shared in their interviews about the tourism bureau, how we work together to share information, network and collaborate to promote and draw people/tourism to Santa Clarita
 - Thank you to all members for sharing your updates and what's happening in our city!
- **Hollywood Burbank Airport Ads**
 - Visit Santa Clarita's newest dioramas are up at Hollywood Burbank Airport. 60 x 60 with a familiar face – Stephanie!
 - One static and one digital with two locations: a terminal location and by luggage carousel
- **SizeUp Santa Clarita Webinar and Launch**
 - Business Development staff will soon be launching "SizeUp Santa Clarita" on ThinkSantaClarita.com.
 - SizeUp Santa Clarita is a business development software tool that allows entrepreneurs and small businesses to benchmark their performance compared to local businesses in similar industries, locate potential customers and competitors, explore the demographics of the Santa Clarita Valley, and access more data on opening a business in Santa Clarita. (Hotels might find extra helpful to know what businesses are near them!)
 - A live Zoom Webinar for business owners and residents is being planned for early June that will provide a demonstration of the tool, followed by a Q&A session.
 - Link: <https://santaclarita.sizeup.com/>
- **Visit California Road Trips Guide**
 - I'm very excited to share that Santa Clarita was included in Visit California's annual Road Trips magazine on their [Coast to Coasters section](#). This means we're on their radar and that Santa Clarita is "on the map"!
 - 2.5M readership, plus it was included on the California Road Trip Republic website (which has 40M+ visitors) and promoted across all of their social media channels.
 - Visit Santa Clarita was also the subject of the 6/6/23 e-newsletter that goes out to 220,000+ subscribers!
 - Santa Clarita is on the forefront of Visit California's mind after the Visit Santa Clarita Team made a presentation to their entire staff and leadership team back in February alongside Los Angeles, Pasadena, Santa Monica and Torrance.

- **2023 Special Events**

- Celebrate (Peru): Friday, June 9, 2023
- SENSES (Game Night): Thursday, June 15
- Concerts in the Park:
 - July 8 — [Hard Day's Night](#): A Tribute to The Beatles
 - July 15 — [Wild Shot](#): A Tribute to Guns N' Roses
 - July 22 — [Upstream](#): Reggae, Soca, Caribbean
 - July 29 — [90s Rock Show](#): 90s Grunge, Alt-rock, Pop-punk
 - August 5 — [Savor](#): A Tribute to Santana
 - August 12 — [Twist on Taylor](#): A Tribute to Taylor Swift
 - August 19 — [Queen Nation](#): A Tribute to Queen
 - August 26 — [FABBA](#): A Tribute to ABBA
- Boots and Brews this weekend, if interested in more information let us know

MEMBER/GUEST UPDATES

Debbie Dugger (via email)(Six Flags Magic Mountain): Lots going on at the park! June 9: Last Grad Nite of the year; Until June 11: [Viva La Fiesta](#); June 23 – August 18: [Flavors of the World](#); July 1 – 4: [Fourth of July Fireworks](#); July 1 – Sept 4: New gaming facility at The Underground; June 10 – August 20: [Hurricane Harbor](#) open every day, weekends and Labor Day through September 17

Bernadette Galaviz and Nicole Thomason (Embassy Suites): Summer season starting strong, group and catering events happening in July and August, local pop-up events and groups coming to hotel
Nicolas Echeverri (City of Santa Clarita Transit): Ridership for summer trolley is up, Dodger Day is one June 17 and pick-up time is 3 p.m., beach bus service now running and taking passengers to Ventura Harbor

Megan Hosford (Valencia Country Club | The Oaks): Space for events currently in the works, golf course now open

Mike Christensen (Hollywood Burbank Airport): Traffic up by 5% from previous seasons, added two new flights via Montana Bell Airlines, just completed airport academy sessions which was a 2-month long course for children and ended with a flight to Santa Rosa

Jo Ann Hilario (Best Western & Holiday Inn Express): No updates.

Jessi Lederer, Ethan Lai, and Jhasmin Gambon (Courtyard by Marriott): Jhasmin recently hired as events coordinator.

Kris Hough (Scott Wilk Representative): Currently hoping to pass SB829 Ticketmaster Bill that will allow people to get event/concert tickets easily and the SB68 Saugus Strong Act which allows for trauma kits in all classrooms, looking to stop MegaMind from harming community and air quality in Santa Clarita, here to help with any state agencies

Desiree Dodd and Jasmine Foster (College of the Canyons): Quiet summer, golf tournament at Valencia campus on October 2nd

Lawrence Barr and guests (Homewood Suites): Construction should be complete in 2024

Sergio D'Agustini (Reyes Winery): New kitchen manager Richelle and expecting great things as restaurant moves focus to holding events such as weddings and birthdays

Cliff Monterrosa, Immee Delos Santos, and Amita Patel (Hyatt Regency): On-site restaurant is now providing lunch service on Fridays and Saturdays, in addition to daily breakfast

Lianne Riban (Springhill Suites/Residence Inn): No updates.

Cameen Heard (Red Lobster): Culinary Manager at Red Lobster, CrabFest back this year, and unlimited shrimp now available at restaurant

Marie Scherb (Rancho Camulos): Museum is open for tours on Sundays, Orchid Blue Grass band performance on July 9, weddings and special events venue available for anyone interested

Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station): City code enforcement are doing property clean-ups this week and deputies will be present at Boots and Brews on June 17

JUNE MEETING

Date: Tuesday, July 11

Location: TBD

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