



Meeting Notes  
July 11, 2023, 12:00 p.m.  
Hyatt Regency Valencia

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## **ATTENDEES**

Liza Olvera and Alicia Alcaera (Hilton Garden Inn); Nani Escudero (Visit California); Cliff Monterrosa, Radhika Shukul, Imee Delos Santos, and Amita Patel (Hyatt Regency); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's); Jo Anne Hilario (Best Western & Holiday Inn Express); Lianne Riban (Springhill Suites/Residence Inn); Desiree Carnevali and Alissa Elhelou (Courtyard by Marriott); Lisa Sojka, Bernadette Galaviz, and Nicole Thomason (Embassy Suites); Sergio D'Augustini (Reyes Winery); Maria Christopher (Rancho Camulos); Carol Rock (Santa Clarita Valley History Center); Andrew Taban (Assemblywomen Pilar Schiavo Representative); Casey Miller – Arts & Events, Stephanie Villafuerte, Kayla Marquez, Marilyn Sourgose, Evan Thomason – Tourism (City of Santa Clarita).

## **WELCOME**

Cliff Monterrosa, general manager of [Hyatt Regency Valencia](#), welcomed members to the hotel for this month's Tourism Bureau meeting.

## **TOURISM OFFICE UPDATES**

- **2024 Visitor Guide**
  - Working with Lure Creative again
  - Ad sales sheet will be coming in the next month for anyone interested (info on paid advertising opportunities)
  - Bureau members are always prioritized and get highlighted in our guide
  - Review our current guide – share any new pictures of your property/new page suggestions, people having fun, that you'd like featured
- **Fall Activities**
  - We are looking to update our seasonal listings for fall on the Visit Santa Clarita website so please share any events your business might have upcoming
    - Our tourism team shares this across multiple platforms
  - You can find current and previous listings [here](#).
  - Share photos and video via our [Crowdriff Uploader](#).
- **New Businesses**
  - Brixton Phoenix, baby apparel shop, on Newhall Crossings and Main Street
  - Grocery Outlet on Bouquet Canyon and Seco Canyon
  - Monty's Sports Grill on Seco and Copper Hill
  - Mendocino Farms will replace Pei Wei on Valencia Boulevard
  - Wild Fork, boutique grocery store, will be across from Chick-fil-A
  - Urbane Café's second location on Copper Hill
  - Mooyah will replace Rustic Burger
  - Farmer's Boys on Copper Hill
  - Philz Coffee will replace Starbucks on Valencia Boulevard
- **Size Up**
  - Free market tool for local businesses to help growth using data analysis
  - We would love to hear any feedback – hotels check it out!

- **2023 Special Events List**

- You can find it attached in our meeting packet, please ask any questions you might have on upcoming events!

## **MEMBER/GUEST UPDATES**

**Debbie Dugger (via email) (Six Flags Magic Mountain):** Magic Mountain is open daily 10:30 AM - 9 PM (except for Saturdays 10 PM), Hurricane Harbor is open 10:30 AM - 7 PM daily (8 PM on Saturdays), current event [Flavors of The World](#) on Friday, Saturday and Sunday through August 13 where you can purchase a tasting pass in Full Throttle Plaza and try different foods from different cuisines.

**Liza Olvera and Alicia Alcaera (Hilton Garden Inn):** Hotel is done with renovations, excited to host Next month's tourism bureau meeting.

**Nani Escudero (Visit California):** Please reach out with any questions you might have related to tourism or Visit California.

**Cliff Monterrosa, Radhika Shukul, Imee Delos Santos, and Amita Patel (Hyatt Regency):** Now serving room service beginning this week.

**Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station):** No updates, but available if you have any issues.

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

**Lianne Riban (Springhill Suites/Residence Inn):** Currently have full staff, busy season, and a new chef.

**Desiree Carnevali and Alissa Elhelou (Courtyard by Marriott):** Just launched breakfast and lunch menu.

**Lisa Sojka, Bernadette Galaviz and Nicole Thomason (Embassy Suites):** Summer menu currently in effect on Saturdays and possibly Fridays.

**Sergio D'Agustini (Reyes Winery):** Tapas menu continues to expand, mahjong night is now every Wednesday during summer and cigar night is every second Wednesday of the month.

**Maria Christopher (Rancho Camulos):** Open Sundays for tours, any other day of the week is by appointment.

**Carol Rock (Santa Clarita Valley History Center):** Currently working with consultants to assess collections and building, park grounds open from Tuesday – Sunday. Please take a rack card for Newhall Family Theatre's upcoming historical play on World War II.

**Andrew Taban (Assemblywomen Pilar Schiavo Representative):** No updates.

**Casey Miller (Arts & Events):** Summer season just kicked off with [Concerts in the Park](#) now happening every Saturday until August with an exciting lineup and variety of music, [SENSES: Tropical Summer](#) is next Thursday, and [Celebrate](#) is this Friday 7/14, more information can be found on [Instagram](#).

## **NEXT MEETING**

Date: Tuesday, August 1, 2023 @ noon

Location: Hilton Garden Inn

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