



Meeting Notes
September 12, 2023, 12:00 p.m.
Lucille's BBQ

WELCOME

Marilyn welcomes Tourism Bureau to [Lucille's Smokehouse Bar-B-Que](#).

TOURISM OFFICE UPDATES

- **New Members**
 - Stacey Gunderson and Nancy Bianconi (Animal Tracks), Nicholas Martinez (Sunburst Railbikes), Monica Gilchrist (Gilchrist Farms)
- **Visitor Guide**
 - It's Visitor Guide time as I'm sure you remember us mentioning recently. Our team is currently working on the 2024 guide and there are paid advertising options if anyone is interested
 - Some of you may have already received a sales sheet via email from Mike Howren at Lure Creative. If not, one is also included in your handouts
 - As a reminder, Tourism Bureau members and Tourism Marketing District hotels are highlighted as part of their membership
 - **Descriptions**
 - Please review your organization's listing on the current Visitor Guide which is available as a digital version on our [website](#)
 - If anything needs to be changed or updated, including photos, let us know.
- **Advertising Campaign**
 - Our all-digital advertising campaign with Lundmark is approaching starting October until December and targeting a 400-mile drive radius
 - Primary focus is to get overnight hotel stays by showcasing family fun, outdoor adventure, and dining in our campaign
 - We will also run a contest promotion in Q1 of next year that'll be a weekend getaway to Santa Clarita with prizes such as Six Flags tickets and an overnight stay in Santa Clarita
- **Job Fair**
 - [College of the Canyons](#) will be holding a Job Fair at Valencia campus on Friday, October 27th from 10 a.m. – 2 p.m.
 - If you would like a booth at the event, there is a \$75 fee and you would need at least one representative there for the entirety of the event
 - Early-bird registration has opened, please let us know if you are interested and we will connect you with our Business Development team
- **Social Media**
 - Visit Santa Clarita recently hit our milestone of 10,000 followers on Instagram.
 - One of our posted reels on Instagram also holds over 100,000 views

- Our platform brings great exposure and attention to Santa Clarita and all that we have to offer
 - They also keep us on Visit California's radar as we've been featured consistently on their monthly email blasts, which reach over 27k opt-in recipients
- Please feel free to share any fun ideas you might have for reels. We'd love to work with local businesses to create something we can share
- **2023 Special Events List**
 - Attached for your reference, you'll see we have TMD room rebates for:
 - TMU Cross Country Invitational 9/22- 9/23
 - ISPS Softball Tourney 9/22- 9/23
 - Underwater Hockey Championships 10/28-10/29
 - Kayla has created landing pages for them to book rooms and you'd like for us to list a special rate/discount for your restaurant or attraction, let Kayla know and she can get that done for you.

MEMBER/GUEST UPDATES

Stacey Gunderson and Nancy Bianconi (Animal Tracks): Animal Tracks is a sanctuary for a variety of exotic animals and offers tours on Saturdays and Sundays for those interested.

Nicholas Martinez (Sunburst Railbikes): Sunburst Railbikes in Santa Paula are currently running from Thursday to Sunday, please reach out with any questions.

Monica Gilchrist (Gilchrist Farm): September 30 beings the farm's annual Harvest Festival, holiday event such as breakfast with Santa begins in December on the weekend, and a Gold Rush program where students can visit and learn about California history with activities and reenactments.

Sergio D'Agustini (via email) (Reyes Winery): Lately during the weekends, the winery has been having musicians, in addition to terrific discounts on wine. On the 16th and 17th we'll be having our quarterly wine pick-up for club members. We'll have a great program that includes food and music for club members and their guests.

Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station): Providing security at River Rally clean-up this weekend.

Jennifer Chadwick (Salt Creek Grille): Restaurant has live music from 8 p.m. – 11 p.m. on Fridays and Saturdays, Sunday buffet brunch from 10 a.m. – 2 p.m. where there are unlimited mimosas and champagne

Jo Ann Hilario (Best Western & Holiday Inn Express): Currently celebrating service week for housekeeping staff.

Marie Scherb and Maria Christopher (Rancho Camulos): Rancho Camulos Museum is open by appointment and open every Sunday 1 – 4 p.m. for public appointments, school tours, weddings, special events. As part of Ventura County's 150th anniversary celebration, the museum will have a film screening of *Ramona* on October 28 accompanied with historians and walking tour, tickets available on EventBrite.

Desiree Dodd and Jasmine Foster (College of the Canyons): Celebrating Homecoming on September 30, where alumni will also be celebrated.

Lianne Riban (Springhill Suites/Residence Inn): Hotel was recently nominated for award at Visions at CalArts, fully staffed at the moment.

Lawrence Barr and Cherokee Cardriche (Homewood Suites): No updates.

Emilie Pfaender (Arts and Events): No updates, please reach out if you know of any events that the City could assist with.

Andrew Taban (Assemblywomen Pilar Schiavo Representative): Session ends in 48 hours, there will also be a senior event at Bellevita on October 5 with the assemblywomen present.

Debbie Dugger (Six Flags Magic Mountain): This weekend is the last operating weekend for Hurricane Harbor until next season. Fright Fest started last weekend and celebrating 30 years of service, event is running from Friday to Sunday and beginning September 28 the park will operate on Thursdays. There are eight haunted attractions, five scare zones, with the addition of two new ones being SAW and The Conjuring. The park also has Kids Boo Fest and Oktoberfest Food Festival going on right now. The Solar Project at Six Flags is currently on hold.

Cliff Monterrosa (Hyatt Regency): Close to opening new outlet at hotel that will be an airstream for food and drinks near the pool area in mid-November to December.

Kris Hough ([Senator Scott Wilk Representative](#)): Final week of session, reach out if you need help on state agency needs.

Jared Anderson and Gabriela Martinez ([City of Santa Clarita – Communications Division](#)): Upcoming events include [SENSES Block Party: Tailgate](#) on September 21, [River Rally](#) this Saturday, [Light Up Main](#) on November 18.

Mike Christensen ([Hollywood Burbank Airport](#)): Numbers still match last year's, celebrated 1-year anniversary of dog therapy event Waggage Claim.

Nicolas Echeverri ([City of Santa Clarita Transit](#)): LA County extension on lines through new Fivepoint area expected to be in order by 2024, working on an update to 10-year plan and planning to survey local community for feedback at end of September/early October with transit pop-ups, ridership survey. Summer trolley and beach bus has completed for the season with good ridership.

NEXT MEETING

Date: Tuesday, October 3, 2023

Time: Noon

Location: Gilchrist Farms

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