



TOURISM BUREAU

Meeting Notes
January 9, 2024, 12:00 p.m.
Homewood Suites

ATTENDEES

Jessica Lederer, Jhasmine Gambon and Courtyard team (Courtyard by Marriott); Andrew Taban (Assemblywomen Pilar Schiavo Representative); Tami Stephens; Kris Hough (Scott Wilk Representative); Billy Dye, Michelle Shrewsbury, Lisa Sojka (Embassy Suites); Debbie Dugger (Six Flags Magic Mountain); Jo Anne Hilario (Best Western & Holiday Inn Express); Luis Mendez (Regal Canyon Country); Monique Arakelian (Valencia Town Center); Desiree Dodd (College of the Canyons); Sergio D'Agustini (Reyes Winery); Maria Christopher (Rancho Camulos); Carol Rock (Santa Clarita Valley History Center); Nicolas Echeverri – Transit, Gabriela Martinez – Communications Division, Evan Thomason, Kayla Marquez, Stephanie Villafuerte – Tourism (City of Santa Clarita).

WELCOME

Lawrence Barr, general manager of [Homewood Suites](#), welcomes guests to the hotel and introduces Lianne Riban as Director of Sales and Ryan Garcia-Agcaoili as Assistant General Manager.

TOURISM OFFICE UPDATES

- **2023 Highlights**
 - 90+ special events held in Santa Clarita
 - Over 3,000+ trackable room nights
 - Inclusion in Visit CA's Coast to Waves itinerary, California Road Trips printed magazine with 2.5 million readership and various advertising opportunities
 - Six Flags Magic Mountain will be joining the Tourism Team in participating in [IPW](#) this May which is being held in Los Angeles
 - Campaign Phase 1 has concluded, we received 48,000 visits to our website.
- **Survey Monkey Results**
 - Thank you to everyone who filled out the recent survey we sent out – we will share the results via email soon
- **Upcoming Conferences/Trade Shows**
 - Marilyn is currently at Religious Conference Management Association (RCMA) in San Antonio, Texas

- Evan will be at Receptive Tour Operators (TPO), which will precede IPW
- **2024 Visitor Guide**
 - Visitor guides are now out! Please encourage front desk staff to display them for guests
 - We have printed over 9,000 copies which will be displayed at hotels, airports, and we encourage it to be used as a resource
- **Economic Impact Study**
 - Our consultants may be contacting some of your businesses to find out some information on your visitation
 - Our goal is to see how many people coming out here, their spending usage, etc.
 - We will share the results with everyone once study is completed
- **Tourism Bureau Membership Dues**
 - A reminder that Tourism Bureau membership fees have been sent out and are due
- **Special Events**
 - We have a new listing that will go out for 2024 which we will continuously send out throughout the year
 - Please be sure submit your events to us such as holiday specials or karaoke nights so that we can share on our socials

MEMBER UPDATES

Jessica Lederer ([Courtvard by Marriott](#)): Residence renovations should be done in February.

Andrew Taban ([Assemblywomen Pilar Schiavo Representative](#)): Job and resource fair happening on March 2 and eight events planned for the year so far.

Tami Stephens ([Congressman Mike Garcia's office](#)): Upcoming art competition for children and high schoolers to have a chance to get their art hung in DC. Please reach out to office for any state agency needs.

Kris Hough ([Scott Wilk Representative](#)): Session just started, homeowners resource fair happening at Canyon Country Community Center on January 20, please reach out for state agency questions.

Billy Dye, Michelle Shrewsbury, Lisa Sojka ([Embassy Suites](#)): Hotel will undergo full renovations starting mid-2025.

Debbie Dugger ([Six Flags Magic Mountain](#)): Currently in off-season scheduling where park is closed from Tuesday – Thursday, working on solar project for parking lots, Cedar Fair/Six Flags merge will be done in June/July.

Jo Anne Hilario ([Best Western & Holiday Inn Express](#)): Currently looking for Director of Sales at SpringHill Suites.

Luis Mendez ([Regal Canyon Country](#)): Trying to get more visibility with events such as ELF film event with Buddy and March 2 to celebrate Dr. Seuss' birthday.

Monique Arakelian ([Valencia Town Center](#)): Centennial working to make VTC as premier shopping center, reach out to discuss how businesses can work together.

Gabriela Martinez ([City of Santa Clarita – Communications Division](#)): Currently preparing for “I Do” wedding event.

Desiree Dodd ([College of the Canyons](#)): Daughtry performing at the Performing Arts Center and getting ready for Silver Spur Honoree Celebration on April 13.

Sergio D’Agustini ([Reyes Winery](#)): Winery only open Saturday and Sundays, overproduction of wines so selling wines wholesale, planning events for February.

Maria Christopher ([Rancho Camulos](#)): Website has reemerged and is now functional, check for upcoming events.

Carol Rock ([Santa Clarita Valley History Center](#)): Francis Dam disaster tour is coming up and will include a brief history, along with four experts taking you through the site. SCVHC will be at Cowboy Festival, website recently went live, and sign up for our e-newsletter!

Nicolas Echeverri ([City of Santa Clarita Transit](#)): Driver strike ended in the beginning of December, route 3 and 7 will go to new neighborhoods starting February, slight tweaks to train services for better connections. Transportation development update moving along – surveys have been randomly mailed out to homes, but there will be pop-ups where surveys will also be available.

UPCOMING MEETINGS

Tuesday, February 6th, 2024 at Wolf Creek Brewery

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