



Meeting Notes
February 6, 2024, 12:00 p.m.
Wolf Creek Restaurant

ATTENDEES

Jessica Lederer, Ethan Lal (Courtyard by Marriott); Jo Ann Hilario, Karina Winkler (Holiday Inn Express), Lianne Riban (Homewood Suites); Kira Wang (Hilton Garden Inn); Luis Mendez (Regal Canyon Country); Andrew Taban (Pilar Schiavo Representative); Desiree Dodd (College of the Canyons); Monique Arakelian (Valencia Town Center); Carol Rock (Santa Clarita History Center); Monica Gilchrist and Shannon Baur (Gilchrist Farm); Maria Christopher (Rancho Camulos Museum); Jennifer Chadwick (Salt Creek Grille); Astrid Suhun and Angelica Cooper (Hyatt Regency); Debbie Duggar (Six Flags Magic Mountain); Sergio D'Agustini (Reyes Winery); Keith Wells and Dan Smith (Los Angeles Sheriff's Department); Lisa Sojka, Bernadette Galaviz, Michelle Braverman (Embassy Suites); Calista Nocella – Arts & Events, Monica Fawcett – Business Development, Stephanie Villafuerte, Kayla Marquez, Marilyn Sourgose – Tourism (City of Santa Clarita).

WELCOME

Beth Wageman, Director of Catering, welcomes members to [Wolf Creek Restaurant](#). Sunday brunch is back starting March 3 at 10:30 a.m. with live music. Valentine's Day specials include select menu items and a Galentine's charcuterie box for two that is available for \$24.

TOURISM OFFICE UPDATES

- **Tourism Bureau Membership Dues**
 - A second reminder was recently sent out if you have not paid your fees yet
 - If you do not plan on joining/renewing your membership at this time, but would still like to attend our lunch meetings from time to time, you are more than welcome to join us - we will just collect **\$15** from you for each meeting you attend
- **Tourism Website/Social Media/e-Newsletter**
 - For businesses that have FB, X, Insta please have staff members like/follow/share our content daily
 - Please share any upcoming events or specials you might have so we can share them on our social media – as well as send photos and verbiage you might want us to use while promoting
 - Let us know if you'd like to schedule a time to visit your establishment and take photos and videos for our socials
- **Visit California**
 - We are very excited to be featured in the Visit CA annual visitor guide! There is mention of Santa Clarita's film, television and wine scene
 - There are copies available if anyone is interested or they can also be ordered [online](#) if hotels would like to have them in their lobbies
 - If you're not already an industry partner of Visit CA, please visit their [website](#) to create a login
 - This provides opportunities to submit content about upcoming events or pitch story ideas
- **Economic Development Update – Monica Fawcett**

- Minimum wage is now \$16/hr for businesses within City limits
- Unincorporated LA County is now \$16.90 and will switch to \$17.90 after July 1
 - A mapping of the City will be attached in recap email
 - Reach out to Monica Fawcett for more details: mfawcett@santaclarita.gov
- Recently opened businesses: Madre Oaxacan Restaurant & Mezcaleria, Side Car Market, Vallarta headquarters, Copperhill BBQ, Pocock Brewing Public House, Victory Pizza & Bar, Brixton Phoenix, Care Tucker Style House, Form & Content, Club Golf, Urbane Cafe
- Opening soon: Sprouts in Sand Canyon Plaza
- **2024 Special Events**
 - USA Flag Football (March 3 – 4)
 - Legends Soccer – SC Invitational (March 9 – 10)
 - Cowboy Festival (April 20 – 21)
 - Boots in the Park – Sam Hunt, Jake Owen & Friends (Friday, May 10)

MEMBER/GUEST UPDATES

Jessica Lederer and Ethan Lai (Courtyard by Marriott): Currently looking for a new general manager.

Jo Ann Hilario (Best Western & Holiday Inn Express): Check out job openings for Marriott brand.

Lianne Riban (Homewood Suites): Really busy at hotel, news of federal and state rates changing is to come.

Kira Wang (Hilton Garden Inn): Recently renovated and looking for front desk manager.

Luis Mendez (Regal Canyon Country): Looking for sponsorship for Dr. Seuss giveaway tickets to the Lorax movie showing on March 2, where Cat in the Hat and Thing 1 and 2 will be present for photos at theater.

Andrew Taban (Assemblywomen Pilar Schiavo Representative): Upcoming events include Pizza with Pilar Schivo and Pupusas with Pilar. Job fair on March 2, Tacos and Taxes for tax guidance, Youth and Family festival, financial literacy event, Back to School giveaway, emergency preparedness workshop, senior fair, annual holiday party in December if election goes well.

Desiree Dodd (College of the Canyons): Health and Wellness Fair for women on March 21, Silver Spur on April 13, the brand-new iCUE campus restaurant will be open on select Tuesdays with food cooked by culinary students.

Monique Arakelian (Valencia Town Center): Valentine's Celebration at the mall on February 11 from 1 – 4 p.m. with crafts, sweet treats and themed giveaways such as a gift card to Salt Creek and movie tickets. Easter Bunny will be at mall starting March 1 and Easter Craft Fair will be on March 9.

Carol Rock (Santa Clarita History Center): Working to open museum and train station soon, also partnering with City for Cowboy Festival and Gilchrist Farm for Living History at the event.

Monica Gilchrist and Shannon Bauer (Gilchrist Farm): Book your slot for Valentine's Dinner on February 10 at the farm or you can visit for no-cost from 9 a.m. – 2 p.m. on the weekend with your family. Spring Fling is happening in March, with Spring Camp happening on last week of March and first week of April. Currently in process for official accreditation, Memorial Day family camp out. We will be at Cowboy Festival with Pioneer Corner, where guests can enjoy wool spinning, panning for gold, etc. Pioneer Corner has now expanded into a non-profit.

Maria Christopher (Rancho Camulos): Re-opening for tours next Sunday, also available any day of the week by appointment, going to be back at Cowboy Festival this year with buffet and tours at museum.

Jennifer Chadwick (Salt Creek Grille): Valentine's Day specials run from February 9 – 14 and include filet with truffle salts, shrimp and scallop skewers, pan seared halibut. Live entertainment is also happening again every Saturday and Sunday from 8 p.m. – 11 p.m. We will also have a donate back night on February 7 where if you mention Carousel Ranch then proceeds will go towards them.

Astrid Suhun and Angelica Cooper (Hyatt Regency Valencia): Introducing Angelica as new Sales Manager, Greater Pacific Restaurant will have Valentine's specials.

Debbie Dugger (Six Flags Magic Mountain): Currently open from Friday – Sunday, Spring Break happening on the second week of March and will be open five days a week, busy with school events in May, working to bring back AAA member party at the park, teaming up with Visit Santa Clarita for IPW in May, Hurricane Harbor opening in May, and fireworks show will run from July 4 – 6.

Sergio D'Agustini (Reyes Winery): Specials taking place every week at the winery. There has been much success in post-sales, please reach out via the contact information on Weekly Events listing for cases.

Deputy Wells and Deputy Smith (Santa Clarita Sheriff's Station): Please reach out with any concerns. We will provide roster to show which deputy oversees what part of Santa Clarita, but businesses and hotels may contact Keith even if outside of Newhall/Saugus area. Keith's email is: kswells@lasd.org.

Lisa Sojka, Bernadette Galaviz, and Michelle Braverman (Embassy Suites): Currently working on plans for 2025 remodel.

Calista Nocella (Arts and Events): Newhallywood Film Festival on February 16 – 18, Youth Arts showcase on March 9, first SENSES Block Party on March 21, Eggstravaganza in April, SENSES lineup includes Neon Nights, Saddle Up, Alice in Wonderland, Summer Solstice, Olympics, Big 100, Pirates, PumpkinPalooza. Countries featured in Celebrate series this year are Brazil, South Korea, Sweden, Cuba, Japan, and Germany.

NEXT MEETING

Date: Tuesday, March 5 @ 12 PM

Location: Best Western Valencia