



Meeting Notes
March 5, 2024, 12:00 p.m.
Best Western

ATTENDEES

Jo Ann Hilario and Terri Blumberg (Best Western); Billy Dye, Lisa Sojka, Bernadette Galaviz, and Michelle Braverman (Embassy Suites); Lawrence Barr and Lianne Riban (Homewood Suites); Jessica Lederer and Ethan Lai (Courtyard by Marriott); Sergio D'Agustini (Reyes Winery); Mike Christensen (Hollywood Burbank Airport); Maria Christopher (Rancho Camulos); Carol Rock (Santa Clarita History Center); Astrid Suhun and Angelica Cooper (Hyatt Regency); Kira Wang and Alicia Alcantar (Hilton Garden Inn); Luis Mendez (Regal Canyon Country); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station); Nicolas Echeverri - Transit, Gabby Martinez – Communications, Calista Nocella – Arts and Events, Dori Carrillo – Community Preservation, Stephanie Villafuerte, Kayla Marquez, Marilyn Sourgose, Evan Thomason – Tourism (City of Santa Clarita).

WELCOME

Terri Blumberg, General Manager of [Best Western Valencia/Six Flags Inn & Suites](#), welcomes guests to the hotel.

TOURISM OFFICE UPDATES

- **Earned Media**
 - **Bold Traveller**
 - Santa Clarita was featured in the winter issue [article](#) called The Magnificent Seven – *“our favourite under-the-radar cities in North America for 2024”*
 - Bold is Canada's premier luxury travel and leisure magazine. It provides inspiration for world travelers with advice, encouragement, and ideas for those looking for unique experiences
 - The magazine has over **1.3M readers** that spend close to \$15k CAD per person on vacations and short breaks
 - The article was a result of a connection made with a travel writer at the IPW conference
 - **Visit California**
 - Santa Clarita has been featured in several e-newsletters that go out to over 225k opt-in recipients. We try to pitch and share ideas with them through their industry portal monthly
 - Their content team is always on the lookout for exciting – and inspiring – ways to showcase CA. Submit your ideas about your hotel or business, or a suggestion a podcast guest for consideration. It doesn't matter if it's big, small, fully thought-out or just the beginnings of an idea – they want you to share
 - Think beyond your company when pitching story ideas. Is there a regional or state-wide story angle that would resonate with potential California visitors?
 - You'll find their Content Submissions Editorial Calendar for 2024 attached in the agenda packet

- **Edible San Fernando magazine**
 - Featured Santa Clarita in various dining sections
- **Conferences/Tradeshows**
 - Last month, Evan attended the CalTravel board meeting which focused on the possibility of sports commission happening with the states
 - The team will also be attending Visit California's Outlook Forum next month
 - Evan will be going to Connect RTO to meet with receptive tour operators
 - IPW is happening in May at Los Angeles
- **2024 Special Events**
 - **Senses on Main 2024 Lineup**

▪ March 21 – Neon Night	▪ July 18 – Senses Games
▪ April 18 – Saddle Up	▪ August 15 – The Big 100
▪ May 16 – Alice in Wonderland	▪ September 19 - Pirate
▪ June 20 – Summer Solstice	▪ October 17 – Pumpkin Palooza
 - **Cowboy Festival** - April 20-21: William S. Hart Park, Old Town Newhall
(cowboyfestival.org/)
- **Flag Football World Champion Tournament (FFWCT)**
 - Held their tournament at Central Park this past weekend
- **Legends**
 - A soccer invitational happening this weekend
- **Incident report**
 - Any hotels that have had crime-related incidents, please continue to share with us by emailing or using our shared form that will also give the heads up to other hotels

MEMBER UPDATES

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

Billy Dye, Lisa Sojka, Bernadette Galaviz, and Michelle Braverman ([Embassy Suites](#)): St. Patrick's Day specials on March 17, restaurant and hotel will be on Uber Eats soon for orders.

Lawrence Barr and Lianne Riban ([Homewood Suites](#)): Renovated hotel will be opening closer to June/July, now have new management company on-site.

Jessica Lederer and Ethan Lai ([Courtyard by Marriott](#)): new GM hired at hotel and started this week, Vince

Sergio D'Agustini ([Reyes Winery](#)): Organized by Just Nice Creations, there will be a Paint and Wine party where everything is supplied for \$35 and prizes available on March 23. Vine to Wine will be held at Sand Canyon Country Club with an expected 500+ guests on March 16, winery continues to have success in selling cases so please reach out if interested.

Mike Christensen ([Hollywood Burbank Airport](#)): Groundbreaking terminal replacement, broke passenger record last year and up by 7% in January, airport academy is also currently continuing.

Nicolas Echeverri ([City of Santa Clarita Transit](#)): Transportation Development update is underway, with an open house happening in early April to learn about progress. You may also share any recommendations to City Council in August (date TBD), Beach Bus service returning in summer – please share any suggestions if beach choice should be Ventura Harbor or Santa Monica.

Maria Christopher ([Rancho Camulos](#)): Holding regularly scheduled tours on Sundays from 1- 4 p.m., small or large group tours also available by appointment, will be at Cowboy Festival on April 19 with California Festive Camulos.

Carol Rock (Santa Clarita History Center): St. Francis Dam tour sold out early so there has been a newly added date on April 27, currently looking for a hotel with conference room to hold the event's lecture presentation.

Astrid Suhun and Angelica Cooper (Hyatt Regency): Easter brunch with Easter Egg Hunt on March 31, March specialty cocktails and St. Patrick's Day specials on March 17.

Kira Wang (Hilton Garden Inn): Currently hiring for Director of Sales.

Gabby Martinez (City of Santa Clarita – Communications Division): Big I Do wedding had great turnout, now preparing for Cowboy Festival wedding, One Story One City program recently launched which is a city-wide book club with the first book being The Woman in the Past with author Kelsey James providing a Q&A.

Luis Mendez (Regal Canyon Country): Wrapped up Dr. Seuss event for elementary school children, currently in the middle of Kids Flicks movie marathon and Summer Movie Express happening from June – August with \$2 movies

Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station): Please reach out with any concerns.

Calista Nocella (Arts and Events): Youth Arts Showcase is this weekend, SENSES kicks off on March 21 with Neon Nights, Cowboy Festival next month, Celebrate series kicks off next month

UPCOMING MEETING

Date: Tuesday, April 2, 2024

Location: TBD

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