



Tourism Bureau Meeting Notes
April 2, 2024, 12:00 p.m. - MB2 Entertainment Center

ATTENDEES

Jo Ann Hilario (Best Western & Holiday Inn Express); Desiree Dodd & Cassidy Bustow (College of the Canyons); Monique Arakelian (Valencia Town Center); Sergio D'Agustini (Reyes Winery); Ethan Lai & Jhasmin (Courtyard by Marriott); Luis Mendez (Regal Canyon Country); Maria Christopher (Rancho Camulos); Carol Rock (Santa Clarita History Center); Bunny Feranda & Heather O'Brien (MB2 Entertainment); Andrew Taban (Assemblywomen Pilar Schiavo Representative); Tami Stephens (Congressman Mike Garcia's office); Lisa Sojka, Bernadette Galaviz, and Michelle Braverman (Embassy Suites); Deputy Wells and Deputy Valle (Santa Clarita Sheriff's Station); Calista Nocella – Arts and Events); Cailin Garcia – Business Development; Casey Miller – Business Sponsorship; Gabriela Martinez – Communications Division, Stephanie Villafuerte, Dori Carrillo, Marilyn Sourgose – Tourism (City of Santa Clarita).

WELCOME

Bunny Feranda and Heather O'Brien, Event Coordinators at [MB2 Entertainment](#), welcomed members, shared a new [video tour of the property](#), and provided information on their rooms available for rent which can be used office activities, meetings and team-building events.

TOURISM OFFICE UPDATES

- **Summer Trolley**
 - The trolley will run from Memorial Day weekend to Labor Day weekend (May 25 – September 2)
 - It will pick up guests from the Tourism Marketing District hotels and drop off/pick up guests at the designated Six Flags spot in the mornings and evenings. The schedule is just about finalized:
 - For the first month, until the end of our fiscal year on June 30, there will only be **one** trolley running – we will not have printed brochures for you to give out at that time
 - Beginning July 1st, an additional route to Old Town Newhall, including Hotel Lexen, will begin. In addition to getting people to Six Flags, this gives hotel guests on the north side of town a way to get to Valencia Town Center to shop and eat and also, they can transfer at the Town Center/Hyatt stop to get to Old Town Newhall for additional shopping, eating, and theater experiences
 - We'll keep the hotels updated on when signage will be installed and when we have the schedules
- **Weekly Events & Bi-Weekly E-Newsletter**
 - Hotels – please let us know how you use the Weekly Events listing. If you would like a display unit for your counter, please let us know and we will provide one.
 - Our bi-weekly e-newsletter now has over 47,000 opt-in recipients
 - If you have specials coming up that you want us to promote, let us know. Stephanie features one hotel on the newsletter each month. Send us pictures, deals, etc.
- **Conferences/Tradeshows**
 - Evan is currently attending Connect RTO in Las Vegas (1:1 meetings with receptive tour operators)
 - Visit CA Outlook Forum Recordings are available [here](#)
 - IPW is happening from May 4 – 7 in Los Angeles.
 - Discover LA has volunteer opportunities if you are interested: https://ipw2024volunteers.my-trs.com/select_registrant_types
 - FAM tour for international delegates from Korea, Hungary & Vietnam – Friday, May 10, 2024
 - We will tour them around Santa Clarita by bus, with the final stop being lunch, a tour, and free time at Six Flags Magic Mountain to end the day
- **2024 Special Events**
 - List attached in agenda packet for your convenience

MEMBER/GUEST UPDATES

- We recently sent out a survey for the Tourism Focused Economic Impact Study to hotels, please fill out and return by April 20
- **Jo Ann Hilario ([Best Western & Holiday Inn Express](#))**: No updates.
- **Desiree Dodd ([College of the Canyons](#))**: Holding a Silver Spur Gala honoring Steven Quaren, accepting donations for event. Melissa Etheridge will be performing at Performing Arts Center on April 4.
- **Cassidy Bustow ([COC University Center](#))**: If anyone is interested in hosting events at center then please reach out. Open House is on April 24, also looking for COC alumni to feature at Hall of Fame event on May 13.
- **Monique Arakelian ([Valencia Town Center](#))**: The mall is having an Earth Day event on April 27 and a Mother's Day event on May 11 which is free and open to everyone.
- **Sergio D'Agustini ([Reyes Winery](#))**: Wine case sales are still going strong, fundraising event happening in April, private bottling event with 30,000 bottles of wine happening on April 22.
- **Calista Nocella ([Arts and Events](#))**: [Celebrate: Brazil](#) on April 12, [SENSES: Saddle Up](#) on April 18, [Cowboy Festival](#) from April 19 – 21, [Free to Be Me festival](#) on May 5.
- **Cailin Garcia ([City of Santa Clarita – Business Development](#))**: Valley Industry Association holding 2024 conference on May 16 at Hyatt Regency, learn about digital marketing at workshops happening at College of the Canyons on April 5 and May 3 which is free and open to public, [business e-newsletter](#) sign up is a great resource for business owners.
- **Casey Miller ([City of Santa Clarita – Business Sponsorship](#))**: Advertising and sponsorship opportunities please reach out if interested.
- **Gabriela Martinez ([City of Santa Clarita – Communications Division](#))**: Canyon Country Farmer's Market will be teaching How to Cook classes from April to May, grand opening of Skyline Ranch Park is this Saturday, Cowboy Festival wedding will be happening with two couples on April 20, Neighborhood cleanup at Valencia Heritage Park on April 27.
- **Ethan Lai ([Courtyard by Marriott](#))**: No updates.
- **Luis Mendez ([Regal Canyon Country](#))**: Kid's Flicks has now been extended until August and everyone in the family can enjoy \$2 movie tickets, will share lineup of movies soon.
- **Maria Christopher ([Rancho Camulos](#))**: Open for tours on Sundays from 1 – 4 p.m. and by appointment, this year marks the 114th anniversary of Ramona film which was filmed at museum in 1910, Californio Fiesta de Rancho Camulos happening on April 19 as part of Cowboy Festival.
- **Carol Rock ([Santa Clarita History Center](#))**: Raising the Curtain Foundation holding a music show on April 19 at Newhall Family Theatre, the Santa Clarita History Center will also be welcoming the City as partner at Cowboy Festival with docents present to teach about the historic buildings, museum will be celebrating 50th anniversary next year.
- **Heather O'Brien ([MB2 Entertainment](#))**: Complimentary game cards available for fundraisers and events, please reach out if interested.
- **Andrew Taban ([Assemblywomen Pilar Schiavo Representative](#))**: Youth and Family festival at COC with face painting, wool spinning, petting zoo on May 4 from 12 – 4 p.m. will be open to the public, legislative update in June, in July nominations for community Impact Award will be open, August begins the back to school giveaway, community emergency preparedness on September 7, senior fair at senior center on October 10, Veteran of the Year in November, legislative drive in December depending on results.
- **Tami Stephens ([Congressman Mike Garcia's office](#))**: No updates, please reach out for any assistance.
- **Lisa Sojka, Bernadette Galaviz, and Michelle Braverman ([Embassy Suites](#))**: Restaurant is now taking orders through Uber Eats.
- **Deputy Wells and Deputy Valle ([Santa Clarita Sheriff's Station](#))**: No updates.

NEXT MEETING

Date: Tuesday, May 14, 2024

Location: TBD

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