



Tourism Bureau Notes
June 4, 2024, 12:00 p.m.
Margarita's Mexican Grill

ATTENDEES

Jo Ann Hilario (Best Western & Holiday Inn Express); Ryan Garcia-Agcaoili and Lianne Riban (Homewood Suites); Mindy (Castaic Cruise Rentals); Mike Christensen (Hollywood Burbank Airport); Lisa Sojka, Michelle Shrewsbury, Bernadette Galaviz (Embassy Suites); Alicia Alcantar (Hilton Garden Inn); Samantha Schmitz and AD (Lucky Luke Brewing Company); Amanda Billimore (The Paseo Club); Desiree Herrera, Vincent Singletary, Ethan Lal (Courtyard by Marriott); Jennifer Chadwick (Salt Creek Grille), Carol Rock (Santa Clarita Valley Historical Society); Maria Koldubaeva (The Daily Harvest Café); Paul Kurkjian, Riannan Carman (The Oaks Club Valencia); Kris Hough (Senator Wilk's Office); Luis Mendez (Regal Edwards Canyon Country); Sergio D'Agustini (Reyes Winery); Maria Christopher (Rancho Camulos Museum); Angelica Cooper (Hyatt Regency Valencia); Deputy Valle, Deputy Wells (LASD), Casey Miller – Business Development, Cali Nocella – Arts & Events; Nicholas Echeverri – Transit; Deziray Barreras – Arts & Events; Dori Carrillo, Marilyn Sourgoose – Tourism (City of Santa Clarita).

WELCOME

Jose Lucatero, owner of Margaritas Mexican Grill, welcomed everyone to the restaurant. Established in 1998, Margaritas has faced challenges since the pandemic, but Jose is happy to see patrons returning. The menu, inspired by his late wife, features popular dishes such as their renowned cilantro dressing. The restaurant is also available for event bookings.

TOURISM OFFICE UPDATES

- Evan is currently out of the office until June 14.
- **New faces**
 - Job shadowing Marilyn: Deziray Barreras, Arts & Events Division
 - Paul Kurkjian from The Oaks Club Valencia
 - Riannan Carman, The Oaks Club Valencia
 - Maria Koldubaeva from The Daily Harvest Café
 - Mindy of Castaic Cruise Rentals
- **Visit California**
 - All are encouraged to submit content to Visit California to get featured on their website and put Santa Clarita on their radar. Recently local animal sanctuary was featured.
 - Each month there is a theme, in June it is culinary, August is Wine/Beer. We are open to hearing ideas to pitch to them. Gaby with the City's communications team has been helping create content.
- **Future conferences/events**
 - Registration is open for the Cal Travel Summit in Oceanside, CA, September 9-11, 2024. For those interested, they have a job opportunities page related to the travel and tourism industry.
 - In September, Evan is attending Teams 24 to attract sporting events to Santa Clarita. Please send him or the Tourism team anything you want him to bring to the event.
 - IMAX America – meetings/incentive travel
 - If you hear of other conferences we should attend, please let us know. Our goal is to promote Santa Clarita as a destination and infuse our economy with outside dollars.
 - Business Expo and State of the County at Hyatt Hotel.
 - Meditation retreat at Castaic Lake on June 21-23
 - Concerts in the park will begin the first weekend in July.

- The Summer Trolley is up and running – thank you, Nick, from the Transit team for all of your help! Additional hotels were added to the schedule this year. Printed schedules are on order and will be delivered to partner hotels soon.
- The Tourism team is searching for a part-time office assistant. The application window closes on June 5 at noon. Let Marilyn know if you know anyone.
- Reminder to all attendees to pay the Tourism Bureau dues. You may pay per meeting or pay the annual membership.
- Marilyn is looking for photos taken around the city – hiking, eating, family activities. Upload pictures using the QR code in the agenda.
- The History Center has a monthly newsletter with links to historic sites. Anyone interested in a subscription, let Marilyn know.

- **Business Development Update**

- Casey Miller with the City of Santa Clarita has opportunities for sponsors to promote to the community. If anyone is interested in being a sponsor for the Light Up Main Street event, talk to her to discuss options to advertise your business.
- June 27: 2024 Business Expo hosted by Chamber of Commerce at Hyatt
- July 19: VIA Luncheon at University Center (Centennial Town Center update)

MEMBER/GUEST UPDATES

Desiree Dodd (College of the Canyons): College of the Canyons had a high school graduation on Friday.

Jessica Lederer and Ethan Lai (Courtyard by Marriott): The hotel is busy and they are looking forward to the summer.

Luis Mendez (Regal Canyon Country): Summer movie express starts this week, the reduced price for kids movies starting at 11:00 a.m. He encourages everyone to buy tickets ahead of time. He has a schedule of the movie lineup for anyone interested in what is showing this summer. is now happening where tickets for shows before noon on Saturdays and Sundays are \$7 – can also be for Tuesdays if you miss it!

Paul Kurkjian and Riannan Carman (The Oaks Valencia/Valencia Country Club): Paul joins us for the first time. Valencia Country Club recently won ‘Renovation of the Year’. The clubs are open to the public for tournaments, weddings, and business meetings. To inquire about events & tournaments talk to Riannan for details.

Carol Rock (Santa Clarita Valley Historical Society): Excited to share that they have received a grant to protect resources which will be used to apply UV Protection on the windows. They also applied for a grant to paint the houses, and a new roof for the train station. She hopes to host a meeting when the renovations are completed.

Sergio D’Agustini (Reyes Winery): Thanked Margarita’s Grill for their hospitality. Reyes Winery is currently preparing for the second of four events of the year. Their upcoming event on June 22 and 23 will feature food and music while 500 members will pick up their orders.

Lisa Sojka (Embassy Suites): The hotel is trying to keep up with demand. They have started their summer menu, and some of the menu items were featured at last month’s May Tourism Bureau Meeting.

Ryan Garcia-Agcaoli and Lianne Riban (Homewood Suites): Still in construction; the carpeting, tile, and furniture are almost completed at the Hampton Inn, and hoping to open in September. Thanked the Summer Trolley Service for working with the construction crew.

AD (Lucky Luke Brewing Company): AD is the Sales Manager of Lucky Luke, the brewery has live music on Fridays. Check online for additional weekend dates. They will be having a ticketed event with 14 breweries from all over Los Angeles participating. Some of the activities included a keg voting and a hula hoop contest. Check the website for more details.

Mindy (Castaic Cruise Rentals): Rents paddle boards and kayaks for use at Castaic Lake by appointment only. She will be handing out business cards for anyone interested. Her husband runs the POWER Training Soccer Facility in Santa Clarita and currently has kids from Alaska and Germany staying with them.

Deputy Keith Wells (LASD): Deputy Keith Wells with the Crime Prevention Unit introduced Deputy Ayala, who oversees the Canyon Country and Stevenson Ranch area. Encouraged anyone with concerns to come talk to him. He has been with the City’s CPU for two years. LASD is also hiring if anyone is interested in applying.

Maria Koldubaeva (Daily Harvest Cafe): Celebrating 10 years of business. The Café serves delicious and healthy food and promotes a healthy community. The menu offers enjoyable healthy, vegan, gluten-free, and dairy-free options. The restaurant makes everything from scratch including their syrups and salsas. They are open for brunch and lunch from 8:00 a.m. – 3:00 p.m. On Thursday evenings they offer a meditation class and are looking into having a speed dating event. It is difficult to find a specialty diet option restaurant and would like people to know about her business. If she is in the restaurant when a member visits, she would like to extend a discount.

Maria Christopher (Rancho Camulos): The museum is open for tours, movie set tours, historic building tours, and other tours by appointment. Check the website for the upcoming, Artist Day Event.

Amanda Billimore (The Paseo Club): Private club but open to the public for some events including on Wednesdays for ‘Wine Down Wednesday’ from 6:30 p.m. – 9:30 p.m. plus 50% off wine.

Angelica Cooper (Hyatt Regency): The pool is open for the summer season. More info to come on airstream

Jennifer Chadwick (Salt Creek Grille): The restaurant is celebrating their 25th Anniversary on June 15. Some of the special offerings include original menu items and specials of the day. Happy Hour is offered from Monday – Thursday 3:30 p.m.-5:30 p.m. at the bar and patio. Live music on Fridays and Saturdays from 8:00 p.m. -11:00 p.m. Through the summer on the last Sunday of the month, a reggae band will be playing in the patio from 4:00 p.m. – 7:00 p.m. Father’s Day Brunch on Sunday, June 16.

Mike Christensen (Hollywood Burbank Airport): Southwest Airlines has added four new cities including St. Louis and Kansas City. There is new ramp under construction. A busy summer is expected with travel up 1-2% over last year.

Jo Ann Hilario (Best Western & Holiday Inn Express): Currently hiring for Director of Sales for SpringHill|Residence Inn visit the website to apply.

Calista Nocella (Arts and Events): Upcoming events:

Celebrate Sweden on Friday, June 14 from 6:00 p.m. to 9:00 p.m. at the Canyon Country Community Center and SENSES BLOCK PARTY on Thursday, June 20 from 7:00-10:00 p.m. on Main Street, Old Town Newhall.

Nicolas Echeverri (City of Santa Clarita Transit): There will be a virtual meeting on Monday, June 10 from 6:00 p.m. to 8:00 p.m. to provide the opportunity for residents to provide feedback on the Transportation Development Plan. Some routes may change or be canceled. The Beach Bus has started every weekend through September 9. If anyone has questions about the Summer Trolley, please reach out to him.

Andrew Taban (Office of Assemblywoman Pilar Schiavo): Recently hosted “Pizza with Pilar”. There is another upcoming Community Event called, “Popsicles with Pilar” on June 29 in Chatsworth and a Senior Fair later this year in Santa Clarita.

Kris Hough (Senator Scott Wilk’s Office): Senator Scott Wilk will be exiting in November. His office offers constituent services and can assist with employment, DMV matters, and other needs. His office operates out of the City Hall building.

Gabriela Martinez (City of Santa Clarita Communications): Getting ready for the next Big I-Do, we are looking for local sponsors. Some of the participating businesses include Lucky Luke, Northridge Tux, and Lucy’s Bridal Boutique.

Debbie Dugger (Six Flags Theme Park): Getting ready for the next Big I-Do, we are looking for local sponsors. Some of the participating businesses include Lucky Luke, Northridge Tux, and Lucy’s Bridal Boutique.

NEXT MEETING

Date: Tuesday, July 9, 2024

Location: TBD

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