



Meeting Agenda  
July 9, 2024, 12:00 p.m.  
SpringHill Suites

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**ATTENDEES** Desiree Dodd (College of the Canyons); Ethan Lal, Desiree Herrera (Courtyard by Marriott); Lisa Sojka, Michelle Shrewsbury (Embassy Suites); Alicia Alcantar, Thomas "TJ" Odum (Hilton Garden Inn); Jo Anne Hilario (Holiday Inn Express|Best Western); Mike Christensen (Hollywood/Burbank Airport); Ryan Garcia-Agcaoili, Lianne Riban (Homewood Suites | Hampton Inn); Angelica Cooper (Hyatt); Deputy Wells, Deputy Valle (Los Angeles County Sherriff's Dept. ); AD Anderson (Lucky Luke); Andrew Taban (Office of Assemblywoman Pilar Schiavo); Maria Christopher (Rancho Camulos); Sergio D'Agustini (Reyes Winery); Kris Hough (Senator Wilk's Office); Debbie Dugger (Six Flags Magic Mountain & Hurricane Harbor); Carly McCormick (SpringHill Suites|Residence Inn); Amanda Billimore (The Paseo Club); Evan Thomason, Dori Carrillo, Marilyn Sourgose, Casey Miller, Cali Nocella, Nick Echeverri, Sydney Hooper (City of Santa Clarita).

**WELCOME**

- Thank you to Carly, Shannon and the SpringHill|Residence Inn team for allowing us to host today's meeting here. Carly McCormick welcomed the group to the property and offered to show a room.
- Sydney Hooper – has joined the tourism team. She is a recent graduate of CSU Long Beach. Sydney will be taking over our weekly events lists, bi-monthly e-newsletters, taking notes at tourism bureau meetings, creating content across our socials, and creating blog posts.

**TOURISM OFFICE UPDATES**

- **2025 Visitor Guide**
  - Working with Lure Creative again
  - Ad sales sheet (info on paid advertising opportunities soon)
  - Review our [current guide](#) – give us new pics of your property/new page suggestions
  - Need updated photos...also fun/tourist-drawing pics (upload to Crowdriff) – I know, no one wants to be that person taking pics of their food (phone eats first), but it would be so, so helpful to us in helping to promote Santa Clarita.
- **Fall Activities**
  - Ideas – we are looking to update our seasonal listings for fall on the Visit Santa Clarita website.
  - Please email us with any fall specials or events you'd like included and photos please.  
<https://visitsantaclarita.com/plan/seasonal-activities/>
- **SizeUp Santa Clarita [santaclarita.sizeup.com](https://santaclarita.sizeup.com)**
  - Just a reminder that this free market research and business intelligence tool is available to all of you and all local businesses (or people who are thinking about opening a business). You just enter your business industry (hotel, spa/gym, movie theater, bakery, clothing) into the platform and it generates customized research (competition).
  - For tourism partners, the advertising and demographics modules could provide helpful info for forecasting reports or for targeting potential customers.
  - If anyone has any questions about SizeUp, I'd be happy to put you in touch with Cailin Garcia.
- **August Mixer – Old Town Newhall**
  - We'd like to hold a mixer next month in OTN in conjunction with the SENSES Block Party on Thursday, July 18<sup>th</sup>. The group consensus was to start at 4:30 p.m.
- **Upcoming Events**
  - National Bass Association -- event at Lake Piru on July 20th
  - The Cube: figure skating competition

## **MEMBER/GUEST UPDATES**

Marilyn mentioned these updates:

- **Valencia Town Center:** Olive Branch Theatricals presents a pop-up performance of “The 25<sup>th</sup> Annual Putnam County Spelling Bee” – from July 6<sup>th</sup> – 21<sup>st</sup>.
- **Salt Creek:** Celebrated 25 years
- **Wolf Creek:** Happy Hour – Monday thru Thursday 3-5:30 p.m.; Friday 3-5 p.m. and Sunday Brunch – 10:30 a.m. – 2 p.m.
- **MB2 Entertainment:** Happy Hour – Monday thru Friday 3-6 p.m.; Trivia Nights – Weds @ 7 p.m.; Local Bands – Fridays @ 8:30 p.m.; Movies after Sunset – every other Sunday (July 14<sup>th</sup>); Monthly Themed Events – Super Heroes & Villains (July 20<sup>th</sup>, 1 p.m.)

**Lisa Sojka & Michelle Shrewsbury - Embassy Suites** - Many last-minute leisure guests.

**Amanda Billimore: The Paseo Club** - Dive in movies (for kids with their parents) every Friday during the summer – free popcorn, lifeguards. (open to the public). Wine Down Wednesday: July 10<sup>th</sup> (live music and 50% off bottles of wine). Open House: August 10<sup>th</sup> from 9 a.m.-2 p.m. (activities and opportunities to check out what the club has to offer)

**AD Anderson: Lucky Luke Brewing Company** - Dunk a Bartender event: July 13<sup>th</sup> (live music and shop from local vendors/popups). Chef's Beer Dinner: July 29<sup>th</sup> (Event with Newhall Refinery – 5 courses and 5 beers. Buy tickets at [newhallrefinery.com](http://newhallrefinery.com))

**Casey Miller: City of Santa Clarita Economic Development Office** - Sponsorship packages available for various events, including Concerts in the Park and other events.

<https://econdev.santaclarita.gov/business-sponsorship-program/>

**Cali Nocella: City of Santa Clarita Arts & Events** - See Concerts in the Park lineup [here](#). Concerts are Saturdays through August 24<sup>th</sup> – 7 p.m. at Central Park. **SENSES Block Party** every third Thursday: July 18 is The Senses Games - where participants compete in Olympic-like games. **Celebrate series:** July 12 - Cuba; August 9 – Japan, September 13 – Germany at the Canyon Country Community Center 6-9 p.m. **City Cinemas in the Park** – July 26 – Barbie; 8/23 – Toy Story; 9/27 Jumanji: Welcome to the Jungle; 10/25 – The Super Mario Bros Movie.

**Carly McCormick: SpringHill Suites** - no other updates

**Angelica Cooper: Hyatt** - working on the Airstream near the pool/bar area. More details to come.

**Desiree Hererra & Ethan Lal: Courtyard by Marriott and DimDev Properties** - Courtyard Inn and Residence Inn (The Old Road) are starting renovations in December. Courtyard GM will be onboard 100% in August.

**Mike Christensen: Hollywood Burbank Airport** - Up almost 4%, lots of traffic, re-added a direct flight to Atlanta (daily), new terminal promoted on social media. Air Service department wants to start communicating more with Santa Clarita about upcoming events – can add temporary routes as needed.

**Jo Anne Hilario: Holiday Inn and Best Western** – No updates, but happy to provide a tour of Holiday Inn Express and Best Western rooms since you're on property. Also have swag to share!

**Debbie Dugger: Six Flags Magic Mountain & Hurricane Harbor** - Been in the news for merger with Cedar Fair. Now have 27 theme parks, 15 water parks, 9 hotels, campgrounds, etc. Six Flags membership/pass is not a Cedar Fair pass and vice versa. No changes happening at the park at this time. Coming soon: *Fright Fest Extreme*: New partnerships and expanding the reach of Fright Fest - Saw, The Conjuring, Army of the Dead, Trick-or-Treat, and Stranger Things. *Mid-Summer Scream*: Halloween and Horror Convention - July 26-28<sup>th</sup> @ the Long Beach Convention Center. Thursdays are being added back in for Fright Fest. Hurricane Harbor has dive-in movies playing in the wave pool on Fridays throughout the summer.

**Desiree Dodd: College of the Canyons** – has an internal job application website for those looking to hire COC students and alumni. (<https://www.canyons.edu/student-services/employment-center/employer/index.php>)

**Zonta Club of Santa Clarita** - Celebrating 50 years with a 70's themed gala at The Oaks Club on September 14. Need items for silent auction.

**Deputy Wells and Deputy Valle: Los Angeles County Sheriff's Department** – Heat brings more crime to the area. Make sure guests aren't leaving dogs in cars. Toolboxes are being targeted/stolen from hotel parking lots.

**Andrew Taban: Office of Assemblywoman Pilar Schiavo** - Back to School backpack giveaway – August 4 at 11:00 a.m. at the Child Care Resource Center in Chatsworth. Buses will be available to transport those interested from Santa Clarita to Chatsworth.

**Kris Hough: Senator Scott Wilk's Office** - Reach out for help with resources (DMV, EBT)

**Lianne Riban: Homewood Suites: AYSO Region 678** - Short on coaches with extra kids registering. New coaches will work Saturdays from August to November. Training provided. Kudos to Santa Clarita hotels – our numbers are better than hotels in other cities and kudos to the City for events attracted.

**Ryan Garcia-Agacaili: Homewood Suites:** Working on Hampton Inn – anticipated opening September 4. Hiring housekeepers and front desk staff.

**Alicia Alcantar and TJ Odum: Hilton Garden Inn:** - Busy in this peak season. Hiring for Director of Operations. Alicia is now the General Manager of the hotel.

**Nick Echeverri: City of Santa Clarita Transit** - Transportation development plan is being refined. Beach bus service: \$3/each way to Ventura Harbor. Increased bus fare starting in August. GO Transit Service does go to Concerts in the Park. Hotels – please provide feedback on trolley service at your properties.

[\(necheverri@santa-clarita.com\)](mailto:necheverri@santa-clarita.com)

**Sergio D'Augustini: Reyes Winery** - Hired new vineyard supervisor. Hiring tasting room manager – full-time starting 4 days per week, must be passionate about wine and understand wine, no certification needed – just the ability to understand the environment and deal with difficult situations. Will deal with inventory control.

**Maria Christopher: Rancho Camulos Museum** – Docent-led tours available by appointment. Tours without docents on Sundays from 1-4 p.m.

### **NEXT MEETING**

Date: Tuesday, August 6, 2024 @ noon

Location: TBD