

## **ATTENDEES:**

Jo Anne Hilario (Best Western); Cali Nocella –Arts & Events; Dori Carrillo, Kayla Marquez, Marilyn Sourgoose, Sydney Hooper and Jestine Tovar – Tourism; Nick Echeverri –Transit (City of Santa Clarita); Desiree Dodd (College of the Canyons); Desiree Herrera, Jessica Lederer, and Vincent (Courtyard by Marriot); Lisa Sojka, Bernadette Galaviz and Michelle Shrewsbury (Embassy Suites by Hilton); Jordan Pereyra (Hart & Main); Thomas Odum (Hilton Garden Inn); Mike Christenten (Hollywood Burbank Airport); Lianne Riban and Ryan Garcia- Agcaoili (Homewood Suites/Hampton Inn); Angelica Cooper (Hyatt Regency Valencia); AD Anderson (Lucky Luke Brewing Company); Heather O’Brien (MB2 Entertainment); Robin Litvak (Perspire Sauna Studio); Maria Christopher (Rancho Camulos Museum); Sergio D’Agustini (Reyes Winery); Kris Hough (Senator Scott Wilk’s Office); Riannan Carman (The Oaks Club); Beth Wageman and Laina McFerren (Wolf Creek Restaurant); Andrew Taban (Office of Assembly Woman Pilar Schiavo)

## **TOURISM OFFICE UPDATES**

- **Visitor Guide**
  - The deadline for Visitor Guide ads is October 4.
  - As you may already know, we note and highlight TMD hotels and TB members (including some interviews). Questions will be emailed this week.
- **Advertising Campaign**
  - Our annual advertising campaign will be starting in October. It’s an all-digital campaign that will be targeting a 400-mile drive radius. The focus is, of course to get overnight/hotel stays and will showcase: Family Fun, Thrills, Outdoor Adventure, Weddings, and Dining. The first part of the campaign will run from October – end of year. And then we’ll run a contest promotion in Q1 of next year. (Santa Clarita getaway – weekend package. They get a 2-night hotel stay, tickets to SFMM, MB2 giftcards or VTC giftcard and 2 restaurant giftcards of their choice.) Having this contest allows us to collect email addresses for our every 2-week e-newsletter which has over 27k opt-in recipients.
  - E-newsletter: sign up on our website, reach out to Kayla or Sydney if you have an event that you would like highlighted in the newsletter
- **Job Fair**
  - [College of the Canyons](#) – Friday, October 18, 2024 (10 a.m. – 2 p.m.)
  - If you would like a booth at the event, there is a \$75 fee and you would need at least one representative there for the entirety of the event
- **New Businesses**
  - **Old Town Newhall:**
    - [Henry’s Coffee](#): 24400 Walnut St. Suite E Newhall CA, 91321
    - Rise Mindful Healing (formerly Abe’s Pawn Shop) 24336 Main St. Newhall CA 91321: wellness facility that includes yoga, sound baths, meditation classes, etc.
    - Gold Coast Sushi and Ramen (formerly Spruce & Oak) 24480 Main St #11, Santa Clarita CA 91321: soft opening
    - [Teacon’s Tearoom](#): 24335 Main St. Santa Clarita, CA
  - **Canyon Country:**
    - [San Fernando Coffee Co.](#): 19439 Soledad Canyon Country, CA 91351

- [House of Kirk's](#): elevated home goods and vintage finds; 17734 Sierra Highway, Canyon Country, CA 91351
- **Valencia:**
  - [The C Studio Wellness](#): luxury wellness studio and spa; 27674 Newhall Ranch Rd, Santa Clarita, 91355
- **Upcoming Events** (that we have room rebate agreements with)
  - Pacific Coast Championships @ [Aquatic Center](#) (September 14-15)
  - [The Master's University](#) Cross Country Invitational (October 4-5)

## **MEMBER/GUEST UPDATES**

- **Six Flags Magic Mountain: [Fright Fest Extreme](#)** (September 6- November 3)
  - Friday-Sunday from 7:00 p.m.-1:00 a.m.
  - Featuring 11 Haunted Houses and 9 Scare Zones (including franchises such as Stranger Things and Saw).
- **Desiree Herrera, Jessica Lederer, and Vincent ([Courtyard by Marriot](#))**: renovating in December. Looking for musicians for entertainment in the evenings.
- **Jo Anne Hilario ([Best Western](#))**: slower season this time of year
- **Lianne Riban and Ryan Garcia- Agcaoli ([Homewood Suites/Hampton Inn](#))**: Hampton opening pushed back to October 14.
- **Thomas Odum ([Hilton Garden Inn](#))**: excited for Fright Fest
- **Riannan Carman ([The Oaks Club](#))**: no new updates. Shared that [Bricks and Minifigs](#) opened as a LEGO resale store on The Old Road.
- **AD Anderson ([Lucky Luke Brewing Company](#))**: [Pints and Paints](#) on September 12, hosted by Color Me Mine. [Luketoberfest](#) on October 5.
- **Cali Nocella ([Arts & Events –City of Santa Clarita](#))**: [Celebrate – Germany](#) will take place on September 13 at the Canyon Country Community Center. [SENSES Block Party](#) on September 19 on Main Street. The theme of this event is pirates. [City Cinemas in the Park](#) will show Jumanji on September 27 at The Centre.
- **Nick Echeverri ([Transit –City of Santa Clarita](#))**: The beach bus and hotel trolley ended for the season. Magnets have been added to [Dial-a-Ride](#) ride vehicles as a distinct label. New [Santa Clarita Transit](#) app allows buses to be viewed on the map in real time. New EV [GO! Santa Clarita](#) vehicle. Fare is \$3.75 and the buses take passengers anywhere within city limits.
- **Heather O'brien ([MB2 Entertainment](#))**: [Holiday Preview Event](#) on September 18, featuring complimentary bowling, games, food, and drinks. Sample holiday event menu items.
- **Angelica Cooper ([Hyatt Regency Valencia](#))**: Community Chili Cookoff in conjunction with pet adoption on October 13.
- **Robin Litvak ([Perspire Sauna Studio](#))**: Opening in October in Valencia. Provides red light therapy, sauna, snow shower therapy and more. Those interested in a founding membership will receive a promotion with discounted rates.
- **Lisa Sojka, Bernadette Galaviz and Michelle Shrewsbury ([Embassy Suites by Hilton](#))**: [The Blossom Bar & Grill](#) open in the evenings to the public for dinner from 5-10:30 p.m.
- **Sergio D'Agustini ([Reyes Winery](#))**: [Pick-up Party](#) this weekend for members. This event occurs every 3 months. Selling wine at [Valley Marketplace](#) in Valencia. Selling wine wholesale for 45% less.
- **Kris Hough ([Senator Scott Wilk's Office](#))**: Here to help any state agency issues (unemployment, disability, DMV).
- **Andrew Taban ([Office of Assembly Woman Pilar Schiavo](#))**: Senior Resource Fair on October 10 from 8:30 a.m.-1 p.m. (resources, workshops and free ice cream).

- **Desiree Dodd (College of the Canyons)**: Big Bad Voodoo Daddy bring jazz and swing music to the Santa Clarita Performing Arts Center on September 24 at 8:00 p.m.
- **Beth Wageman and Laina McFerren (Wolf Creek Restaurant)**: Provides full service [catering](#) and [brunch](#) menu. Partnered with [Pocock Brewing](#) to bring back pumpkin wine, which will be released in the 3<sup>rd</sup> week of September.
- **Jordan Pereyra (Hart & Main)**: Getting ready for the holiday season. Book last minute spots for holiday parties. Holidays at [The Horseshoe on Main](#), open every weekend from Thursday-Sunday from [Light Up Main Street](#) until the new year.
- **Maria Christopher (Rancho Camulos Museum)**: Tours by appointment. Available for docent led tours from 1:00-4:00 p.m. On September 15 the museum is participating in [Doors open California](#), a state-wide activity with special tickets for unique tours. [Mountain View Inn](#) has a restaurant open to the public for brunch and dinner on the weekends. Same chef as the [Newhall mansion](#).
- **Mike Christenten (Hollywood Burbank Airport)**: July was up 19% from last year, making it a record year. Frontier Airlines is coming back with flights to Denver, San Francisco and Phoenix. New terminal being built. Bureau members should let the airport know if they have any major events that may impact airlines.

### **NEXT MEETING**

Date: Tuesday, October 1, 2024 @ noon

Location: TBD

Sign up for the Visit Santa Clarita bi-weekly e-newsletter:

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