



Tourism Bureau Meeting Agenda
November 5, 2024, 12:00 p.m.
Casa Canela

ATTENDEES:

Alejandra (Casa Canela); Desiree Dodd (College of the Canyons); Tami Stephens (Congressman Garcia); Bernadette Galaviz, Billy Dye, Lisa Sojka and Michelle Braverman (Embassy Suites); Alicia Alcantar and Thomas Odum (Hilton Garden Inn); AD Anderson (Lucky Luke); Sergio D'Agustini (Reyes Winery); Kris Hough (Senator Scott Wilk); Sal Vasquez (Springhill Suites); Riannan Carman (The Oaks Club); Amanda Billimore (The Paseo Club); Deputy Ayala and Deputy Smith (Los Angeles County Sheriff's Department); Sarah Carrey –Transit; Gabriela Martinez –Communications; Calista Nocella –Arts & Events; Evan Thomason, Kayla Marquez, Marilyn Sourgoose, Sydney Hooper and Jestine Tovar – Economic Development (City of Santa Clarita)

WELCOME

Thank you [Casa Canela](#):

- Alejandra –General Manager: Opened another Casa Canela location in Stevenson Ranch on Lyons and the Old Road that will have a full menu from breakfast to dinner.

TOURISM OFFICE UPDATES

- **Film Office:**
 - All Bureau members please [check your hotel/venue listing](#) on our film website: FilmSantaClarita.com. If you are interested in registering your business for filming, please do so [here](#). The listing is free and an entity can add up to five pictures to the site. For assistance, contact film@santa-clarita.com or Evan Thomason at ethomason@santaclarita.gov.
- **Upcoming tradeshow:**
 - CalSAE – California Society of Association Executives –Takes place in December.
 - RCMA – Religious Conference Management Association – Takes place in January. Tourism Bureau members were informed to please give us all information they would like us to share at above mentioned conferences.
- **2023 Tourism Economic Impact Report:** View our annual Economic Impact report [here](#).
- **Membership & Meetings:**
 - Membership Invoices will be emailed to members before the end of the year.
 - Membership cost includes: monthly lunches, special placement in visitor guide.
 - If you do not want to be a TB member, happy to have you participate/attend meetings – we'll collect \$20 from you per meeting.
 - If you have ideas for other tourism-related businesses to invite, please let us know.
 - Please share your lunch and mixer location suggestions. If you'd like to host it at your hotel or another restaurant let us know.
- **2024 Special Events List**
 - [Spartan Race](#): Takes place on December 7 at Castaic Lake.
 - [Quadball Fest](#): An introduction to the sport with activities and exhibitions to demonstrate.

- [Six Flags Magic Mountain's Holiday in the Park](#): Takes place November 28 – January 5.
- [Welcome Santa at Valencia Town Center](#): Takes place November 9.
- **Weekly Events:**
 - Send us your events and we can include them in our weekly listing. Share festive photos with us by using the QR code at the bottom of this document.

MEMBER UPDATES:

- **Kris Hough (Senator Scott Wilk)**: This was her last meeting and will be out of office at the end of November.
- **Tami Stevens (Congressman Mike Garcia)**: Anything you need from our office please reach out.
- **Sarah Carrey (City of Santa Clarita, Transit)**: Holiday Light Tour takes place on December 13-15. Begins at Mcbean Transit Center at 6:00 p.m. Costs \$3 or can be waived with toiletry donation. [Santa Clarita GO Service](#) is a good alternative to Uber. Hours: Monday-Friday: 6:00 a.m. – 8:00 p.m. Saturday: 8 a.m. – 10 p.m. Sunday: 8 a.m. – 9 p.m. The TripShot app has also been updated.
- **Gabriela Martinez (City of Santa Clarita, Communications)**: [Family Literacy Festival](#) takes place on December 7 from 10:00 a.m. - 2:00 p.m.
- **Calista Nocella (City of Santa Clarita, Arts & Events)**: Upcoming events include [Veterans Day Ceremony](#) at 11:00 a.m. and [Light up Main Street](#) from 4:00 – 8:00 p.m. Tree lighting at 5:30 p.m. Shuttle service –park at OLPH.
- **Amanda Billimore: (The Paseo Club)**: We have a new director. Wine Down Wednesdays are canceled for the winter. Last event will be on November 18. [Line & Wine with Cezanne](#) takes place on November 8 from 6:00 p.m. – 7:00 p.m. [Karaoke Night](#) takes place on November 8 at 7:00 p.m. Both events are open to the public. Charity events: [Dink for Cause Holiday Charity Pickleball Tournament](#) takes place November 9 and 10. [Bridge to Home 5K Turkey Trot](#) takes place November 16. Drop in pickleball every Wednesday in December. Open to the public if you bring a toy for toy drive. New hours: close at 6:00 p.m.
- **AD Anderson (Lucky Luke Brewing)**: Trivia takes place on Mondays. Live music takes place on Fridays and Saturdays.
- **Deputy Ayala and Smith (Los Angeles County Sheriff's Department)**: Toy drive event started November 5. Let us know if you would like your business to participate.
- **Bernadette Galaviz Billy Dye, Lisa Sojka and Michelle Braverman (Embassy Suites Valencia)**: Interviewing a replacement General Manager position. Fall/winter menu is out. Toy drive boxes are present in hotels throughout LA county. You can sponsor a family in need for the holidays.
- **Desiree Dodd (College of the Canyons)**: [Doo Wop Project](#) will take place on December 6. We are looking for a place to host a holiday party.
- **Sal Vasquez (SpringHill Suites)**: Updated our breakfast offerings and are gearing up for our holiday party.
- **Thomas Odum (Hilton Garden Inn)**: We are gearing up for the holidays.
- **Riannan Carman (The Oaks Club)**: We are booking holiday parties.
- **Sergio D'Agustini (Reyes Winery)**: Launching a new wine, Reyes Nouveau, on November 23. The accompanying event will serve Reyes Nouveau with Spanish Paella, appetizers and dessert. Every attendee will receive a bottle of wine as well. Charging \$100 for non-members and \$85 for members.

UPCOMING MEETINGS

Monday, December 16, 2024 @ 4:30 p.m. Holiday Mixer at Six Flags Magic Mountain

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