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### **ATTENDEES:**

Jimmy Kim (Bricks & Minifigs); Desiree Dodd (College of the Canyons -Performing Arts Center); Cassidy Butow (College of the Canyons -University Center); Lisa Sojka and Michelle Braverman (Embassy Suites); Jordan Pereyra (Hart & Main); Alicia Alcantar and TJ Odum (Hilton Garden Inn); Amita Patel and Clifford Monterrosa (Hyatt Regency Valencia); AD Anderson (Lucky Luke Brewing); Marie Scherb (Rancho Camulos); Jo Anne Hilario (Holiday Inn Express and Best Western); Keith Wells (Santa Clarita Sheriff's Department); Carol Rock (Santa Clarita History Center); Kris Hough (Senator Suzette Valladares' Office); Salvador Vasquez (SpringHill Suites | Residence Inn); Nani Escudero (Visit California); Beth Wageman (Wolf Creek Restaurant); Rebecca Allen (ReCREATE Waste Collaborative); Evan Thomason, Kayla Marquez, Marilyn Sourgoose and Sydney Hooper (Economic Development – City of Santa Clarita) Geety Hafizi (Sponsorship – City of Santa Clarita), Curtis Williams and Laura Jardine (Environmental Services –City of Santa Clarita)

### **WELCOME**

- **Jimmy Kim (Bricks & Minifigs):** We are a LEGO resale store where you can buy, sell and trade. We have event space for parties and a derby track for building race cars. Room fits 16 comfortably but can open up space for larger events. Stay tuned for events on May 4 and June 1. We are open to getting more involved with the community.
- **Rebecca Allen – ReCREATE Waste Collaborate (SB 1383):** Hotels with an onsite food facility and over 200 rooms fall legally under SB 1383 regulations. These businesses are required to recover food every day and donate to one of the [seven officially vetted food recovery organizations](#), as well as track donations in pounds, frequency of pickups and types of food that are donated. Last year, the program donated 700,000 pounds of food.

### **TOURISM OFFICE UPDATES:**

- **2025 Visitor Guide** is completed. Please send us your photos using the QR code at bottom of agenda.
- **Membership Dues & Meetings:** Thank you to everyone who has already paid their dues. If you prefer not to pay annually the cost will be \$20 per meeting for lunch. We also ask for each of you to please respond by the RSVP date – it really helps us with getting a final count.
- **Visit California:** Last week we were invited to join VCA on a call with other Destinations directly and indirectly affected by the fires. They are including us in their tourism recovery campaign and we were featured in their blog: [Los Angeles Today: Santa Clarita](#).
- **Cowboy Festival** will be held April 12-13 if you have any cowboy-themed drinks, music, line dancing, happy hours or discounts, please let us know and we will promote across our socials.
- **2025 Special Events List:**
  - **Cowboy Festival:** April 12-13 (Hart Park)
  - **Boots in the Park:** Saturday, May 10 (Central Park): Old Dominion, Nat Smith+more
  - **Newhallywood Film Festival:** May 23-25 (Old Town Newhall)
  - **California Browncoats (Firefly & Serenity):** September 19-25, 2025

- **Geety Hafizi (Sponsorship –City of Santa Clarita)**: Feel free to reach out with any questions regarding sponsorship ([ghafizi@santaclarita.org](mailto:ghafizi@santaclarita.org)). [Spring Job Fair](#) will take place April 25 at COC in the West Gym. [Size-Up Santa Clarita](#) appointments are available starting February 28. Reach out to Cailin Garcia: [cgarcia@santaclarita.gov](mailto:cgarcia@santaclarita.gov) for appointments.

## **MEMBER UPDATES**

- **Arts & Events**: The [Youth Arts Showcase](#) is taking place on March 15 at the Newhall Community Center from 11 AM – 3 PM. [SENSES Block Party](#) will make its return on March 20, with the theme of “Alley-oop”, which is centered around basketball and March Madness. It will be held on Main Street from 7 PM – 10 PM.
- **Six Flags Magic Mountain**: We are currently open Friday - Monday. We are open every day for Spring Break: March 7 - April 28, then back to Friday - Monday operation. Every day summer operation begins Friday, May 16. [Hurricane Harbor](#) is celebrating its 30th Anniversary this year. Everyday Summer Operation: Saturday, May 24 - August 10. Saturday & Sunday only: August 16, 17, 23, 24, 30, 31 and Monday, September 1.
- **Reyes Winery**: We are increasing our [Private Tasting Program](#) to weekdays. This week we will have a group of 25 Agriculturists from Japan that will taste our wines. The new program allows 15 or more people to book for a private tasting and tour. We are offering hikes starting in early spring. Future programs will include tasting classes and catered food.
- **Desiree Dodd and Cassidy Butow (College of the Canyons)**: Let us know if you are hiring and we can post a job internally at COC. We have space available to rent, fitting up to 200 people. [SCV Book Festival](#) will be held on May 10. The Silver Spur celebration will take place on May 17.
- **Nani Escudero (Visit California)**: We are the organization responsible for driving travel and tourism to California. Just received 4 million in funding for LA county to help regions affected by the fires.
- **Marie Scherb (Rancho Camulos Museum)**: The [Helen Hunt Jackson Reenactment](#) event returns on February 22. On April 11 in collaboration with the Cowboy Festival we will be hosting [Californio Fiesta De Rancho Camulos](#), which will include tours, a Western music concert and Southwest Vaquero buffet. Tickets available on our [website](#).
- **Jo Anne Hilario (Holiday Inn Express and Best Western)**: No updates.
- **Salvador Vasquez (SpringHill Suites)**: We are currently having a 10,000 bonus point promotion.
- **Kris Hough (Senator Suzette Valladares’ Office)**: Reach out if you have issues with any state agencies.
- **Carol Rock (Santa Clarita Valley History Center)**: We are looking for an off-site storage space for artifacts and are fundraising for storage fees. Hosting the [St. Francis Dam Disaster Lecture and Bus Tour](#) on March 15. Tour starts at COC with buses transporting participants to the dam site for a hike. [Cowboy Night](#) will take place on April 11 at the Newhall Family Theatre for \$10 per adult.
- **Keith Wells (Santa Clarita Sheriff’s Department)**: We stress quality cameras and lighting to catch hotel vehicle burglaries. Guests with construction trucks are a target.
- **Lisa Sojka and Michelle Braverman (Embassy Suites)**: Danny Efron is our new general manager: [daniel.efron@aimbridge.com](mailto:daniel.efron@aimbridge.com)

- **AD Anderson (Lucky Luke Brewing):** Upcoming [Valentine's Day](#) live music for single and double dates on February 14. Our [Anti-Valentine's Day](#) event will be held February 15.
- **Jordan Pereyra (Hart & Main):** We have the highest amount of bookings for first quarter since opening. We would love to host your events. We are sponsoring [Cowboy Family Night](#) on April 11 at the Newhall Family Theatre.
- **Beth Wageman (Wolf Creek Restaurant):** We have a new menu featuring chimichurri steak, cajun coconut shrimp, sweet shrimp tacos, barbacoa tacos and more. All items are available for catering. We changed our ordering system to either individual or shareable meals for two people. Mocktails have also been added to our bar menu.
- **Amita Patel and Clifford Monterrosa (Hyatt Regency Valencia):** [Valentine's Day Dinner](#) on February 14. Reservations can be made online. Greater Thursdays will be starting up again on March 6, including live entertainment, happy hour and food specials. Stay tuned for future events such as cocktails for May the 4th and live country music for the Cowboy Festival.

### **NEXT MEETING**

March 11, 2025 @ noon

Location: The Centre (include address here)

Topics next month will include – hotel/attraction social media influencer samples

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