



Tourism Bureau Meeting Agenda
February 4, 2025, 12:00 p.m.
Hyatt Regency Valencia

WELCOME

TOURISM OFFICE UPDATES

- 2025 Visitor Guide
- Membership Dues & Meetings
- Visit California – #WeLoveLA
- Cowboy Festival
- 2025 Special Events List
- Senate Bill 1383 – Short-Lived Climate Pollutants bill (Laura Jardine, Curtis Williams & Rebecca Allen)

MEMBER UPDATES

NEXT MEETING

- Date/time: March 11, 2025 @ noon
- Location: The Centre – 20880 Centre Pointe Parkway, Santa Clarita, CA 91350
- Topics will include: Social media influencer ideas for hotels and attractions

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