

## **ATTENDEES**

Cassidy Butow (College of the Canyons); Jessica Lederer and Ethan Lal (Courtyard by Marriott); Michelle Braverman and Lisa Sojka (Embassy Suites by Hilton Valencia); Jo Anne Hilario (Holiday Inn Express | Best Western); Mike Christensen (Hollywood Burbank Airport); Maria Christopher (Rancho Camulos); Sergio D' Agostini (Reyes Winery); Kris Hough (Senator Valladares' Office); Crystal Reyes (Six Flags Magic Mountain); Salvador Vasquez (SpringHill Suites | Residence Inn); Carol Rock (Santa Clarita History Center); Evan Thomason, Kayla Marquez, Marilyn Sourgoose, Jestine Tovar and Sydney Hooper (Economic Development – City of Santa Clarita); Colleen Brutz (Film Office –City of Santa Clarita); Mindy Penrod, Emilie Pfaender, Jessica Welsh and Holly Michaels (Reservations Office –City of Santa Clarita)

## **TOURISM OFFICE UPDATES**

- **City Facilities with rental space** for weddings and other events:
  - **The Centre** (Sycamore Rooms 3,200 sq ft, Cedar Hall 4,000 sq ft) [Photo gallery](#)
  - **Mitchell River House** (Sand Canyon area. Capacity = 60 max, brides room, outdoor lawn, warming kitchen) [Photo gallery](#)
  - **Canyon Country Community Center** (Grand room holds up to 499 guests, catering kitchen, foyer, terrace, dance floor, stage) [Photo gallery](#)
- **Visit California Outlook Forum**: A theme that resonated throughout the conference was hub and spoke road trips and collaborating with neighboring cities to promote the region.
  - Built-in demand generators:
    - [Route 66](#) will turn 100 years old in 2026
    - [FIFA World Cup](#) (June 11 – July 19, 2026)
    - [Summer Olympics](#) (July 14-30, 2028)
    - VCA estimates that 6M international travelers will buy tickets to attend and another 6M will travel here just to be near/experience the excitement.
  - **Phase 1 of Visit CA's Regional Strategic Tourism Plan**: Priorities identified for the LA area: investing in tourism product development and promoting community engagement and balance.
- **Marketing using Social Media Influencers**
  - Influencer stays in the hotel or visits the local attraction and promotes it. They share the most creative things the attraction offers and build a content plan that works for your organization. Look at your tagged tab on Instagram to look for creators who are already promoting your content.
- **Colleen Brutz (Film Office –City of Santa Clarita)**: We issue permits and film productions. If you are interested in hosting filming or housing people for productions, let us know or check out our resource and location library. Contact: [film@santa-clarita.com](mailto:film@santa-clarita.com) Phone: 661-284-1425

## **MEMBER UPDATES**

- **Carol Rock (Santa Clarita History Center)**: We just obtained a new artifact. We are working on the Saugus Train Station museum. Our 50<sup>th</sup> Anniversary Gala will held be on March 7, 2026.
- **Sergio D'Agustini (Reyes Winery)**: New Reyes Winery website will launch April 2. In the upcoming months, we will feature a new special every week, live music once a month, and hikes in the spring. Additionally, we are looking for a caterer to provide food more frequently.

- **Maria Christopher (Rancho Camulos Museum)**: We are open for tours by appointment, open every Sunday for tours from 1:00 p.m. to 4:00 p.m., and can host private events. Bring a picnic on March 30 for a concert by [Old Dawgs...New Tricks](#). On April 11 in collaboration with the Cowboy Festival we are hosting [California Fiesta De Rancho Camulos](#), which will include tours, a Western music concert and buffet.
- **Mike Christensen (Hollywood Burbank Airport)**: Broke the record last year with 6.5 million passengers. Our new terminal is scheduled to open October 2026. We have a community newsletter on our website that will send you updates and videos. We also intend to host a get together with hotels soon.
- **Jessica Lederer and Ethan Lal (Courtyard by Marriot | Fairfield Inn)**: We completed our renovations and are in the process of hiring a new coordinator.
- **Cassidy Butow (College of the Canyons)**: We have space available to rent, fitting up to 200 people. [SCV Book Festival](#) will be held on May 10 from 10:00 a.m. to 4:00 p.m. featuring over 80 local authors. Reach out for program space. The [Santa Clarita Performing Arts Center](#) will be showing [Lead Singers of Classic Rock](#) on March 22 and [Kevin Nealon](#) on April 18, both at 8:00 p.m. Let us know if your organization is looking for interns.
- **Salvador Vasquez (SpringHill Suites | Residence Inn)**: No updates.
- **Michelle Braverman and Lisa Sojka (Embassy Suites by Hilton Valencia)**: No updates.
- **Jo Anne Hilario (Holiday Inn Express | Best Western)**: We are hiring front desk. We also have a wedding package which includes a minimum of 10 rooms, room upgrade for bride and groom, champagne and fruit basket, and an option for overnight accommodation on first anniversary or accommodation for bachelorette party.
- **Kris Hough (Senator Valladares' Office)**: I can help with anything state related so feel free to reach out. You have until May 7 to update your license to a [Real ID](#) and must go in person to proof the documents.

## **NEXT MEETING**

- Date/time: April 1, 2025 @ noon
- Location: TBD

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