

## ATTENDEES

Heather O'Brien and Bunny Feranda (MB2 Entertainment); Desiree Dodd (College of the Canyons); , Jessica Lederer and Jack Erdynast (Courtyard by Marriott); Danny Efron and Michelle Braverman (Embassy Suites); Jordan Pereyra (Hart & Main); Jo Anne Hilario (Holiday Inn Express | Best Western); Amita Patel and Michelle Bucks (Hyatt Regency Valencia); AD Anderson (Lucky Luke Brewing); Maria Christopher (Rancho Camulos Museum); Kris Hough (Senator Valladares' Office); Sara Gorgon (Six Flags Magic Mountain); Salvador Vasquez (SpringHill Suites | Residence Inn); Amanda Billimore (The Paseo Club); Beth Wageman (Wolf Creek Restaurant); Carol Rock (Santa Clarita History Center); Marilyn Sourgoose, Evan Thomason, Kayla Marquez, Alicia Parra and Sydney Hooper (City of Santa Clarita)

## TOURISM OFFICE UPDATES

### • **Earned Media and Collaborations**

- [Visit California](#):
  - *5 Perfect Home Bases for Exploring California* – talks about our proximity to LA, our rich movie history, WOWs/OTN. It calls out several of our hotels, plus Reyes Winery and Six Flags. This theme of road trip and hub and spoke travel is popular among domestic and international travelers.
  - *Partner Spotlight: Santa Clarita* – spotlighted Santa Clarita in their March travel trade newsletter which was deployed to over 4,400 travel advisors.
- [Metrolink](#): We partnered with Metrolink to promote the Cowboy Festival by offering two VIP Cowboy Cantina passes. We'll be collaborating with them on two social media posts with the goal of expanding our reach to their 45.5K followers.
- [Crowdriff](#): Visit Santa Clarita is one of just 20 California cities invited to participate in the Crowdriff Creator Pilot Program. We have the opportunity to request 10 custom content shoots that showcase Santa Clarita's unique appeal, while collaborating with our TB partners and local content creators to increase our social media presence and engagement.
- [Summer Trolley](#): The trolley will run from May 24 – September 1. It will pick up guests from the Tourism Marketing District hotels and drop off/pick up guests in designated areas at Six Flags and Old Town Newhall in the mornings and evenings. We'll have more details at next month's meeting.
- [Senses on Main 2025 Lineup](#):
  - April 17 – Arcade May 15 – Spy Games June 19 – Date Night
- [Sales Tax Rate](#): 0.25% sales tax increase is effective April 1, 2025. This change stems from [Measure A](#), a countywide measure approved by voters that replaces a previous tax (Measure H) with a slightly higher one.
- [Alicia Parra \(Business Development – City of Santa Clarita\)](#): The [Cowboy Festival](#) will take place on April 12-13 at William S. Hart Park from 10 a.m. to 6 p.m. VIP passes available for purchase (\$125) which give you access to the Cowboy Cantina: BBQ lunch, snacks and drinks, a festival t-shirt, and the opportunity to mingle with festival performers. The City is assuming control of the William S. Hart Park this summer. However, the museum will likely not open until fall/winter.

## MEMBER UPDATES

**Heather O'Brien and Bunny Feranda (MB2 Entertainment)**: We have many attractions including axe throwing, an arcade, bumper boats, go karts, virtual reality, mini golf, laser tag and duck pin bowling. We are available to host parties and groups.

**Sergio D'Agustini (Reyes Winery)**: Our new website will launch April 7. Every weekend in April we will have discounts (20% to 25%) on well-aged premium wines. We'll continue organizing simple pairings to demonstrate the wines we have on sale. We are still looking for a caterer for special parties and periodical food offerings.

**AD Anderson (Lucky Luke Brewing)**: We are the official beer of the Cowboy Festival.

**Amanda Billimore (The Paseo Club)**: Every Friday we have free events that are open to non-members. Our summer camps run from June 9 to August 8. You will receive a discount if you register by April 30.

**Salvador Vasquez (SpringHill Suites | Residence Inn)**: We have a vacancy for the Operations Manager position.

**Danny Efron and Michelle Braverman (Embassy Suites)**: Business is steady and looking forward to the summer months.

**Jo Anne (Holiday Inn Express | Best Western)**: We will be participating in the [Summer Trolley](#).

**Maria Christopher (Rancho Camulos Museum)**: Come by for tours on Sundays or schedule a private tour. On April 11 in collaboration with the Cowboy Festival we are hosting [Californio Fiesta De Rancho Camulos](#), which will include tours, a Western music concert and buffet.

**Jessica Lederer and Jack Erdynast (Courtyard by Marriott)**: Jack our new coordinator. The photoshoot of our renovations will be up on our website soon.

**Beth Wageman (Wolf Creek Restaurant):** We are celebrating 28 years in business. Enter our giveaway by liking our post, sharing it on your story and tagging us. We will be giving gift certificates for \$28. We are working on a new brunch menu, which will coincide with Easter.

**Jordan Perevra (Hart & Main):** We are kicking off wedding season and will be busy for the next few months. We are also currently booking holiday parties.

**Carol Rock (Santa Clarita History Center):** We are in the process of moving our collection and are aiming to open the [Saugus Train Station Museum](#) by the end of the year. [Cowboy Family Night](#) will take place on April 11 at the [Newhall Family Theater](#). Visit the Cowboy Festival Website for tickets.

**Kris Hough (Senator Valladares' Office):** I can help with any issues that you may have with state agencies. You have until May 7 to update your license to a Real ID.

**Sara Gorgon (Six Flags Magic Mountain):** I am the new PR Director for Magic Mountain. The park will be open daily starting this month. [Hurricane Harbor](#) will open May 24.

**Desiree Dodd (College of the Canyons):**

Our [Week of the Young Child Play Day](#) event will be on April 5 including art, science, sensory, music, face painting and more. [Kevin Nealon](#) will have a comedy show at the Santa Clarita Performing Arts Center on April 18.

**Amita Patel and Michelle Bucks (Hyatt Regency Valencia):** Michelle Bucks is our new sales manager. [Greater Thursdays](#) take place every Thursday, including live entertainment, happy hour and food specials. In addition to breakfast and dinner, we also serve lunch Thursday through Saturday.

#### **NEXT MEETING**

Date: Tuesday, May 6, 2025

Location: Santa Clarita History Center at William S. Hart Park

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