

Tourism Bureau Meeting Notes May 6, 2025, 12:00 p.m. Santa Clarita History Center

ATTENDEES

Evan Thomason, Marilyn Sourgose, Kayla Marquez, Sydney Hooper, Monica Fawcett and Tyler Pledger (City of Santa Clarita); Cassidy Butow and Desiree Dodd (College of the Canyons); Lisa Sojka (Embassy Suites); Jordan Pereyra (Hart & Main); Michelle Bucks (Hyatt Regency Valencia); Maria Christopher (Rancho Camulos); Sergio D'Agustini (Reyes Winery); Jennifer Chadwick (Salt Creek Grille); Carol Rock, Leon Worden and Lois Bauccio (Santa Clarita History Center); Salvador Vasquez (SpringHill Suites | Residence Inn); Beth Wageman (Wolf Creek Restaurant); Keith Wells and Luis F. Valle (Santa Clarita Sheriff's Department)

TOURISM OFFICE UPDATES

- Summer Trolley: May 25 September 1, 2025
 - Complimentary for anyone to ride to/from the 10 Tourism Marketing District Hotels located within the City's limits to Six Flags. Additionally, the trolley makes stops at the Hyatt, Valencia Town Center, and Old Town Newhall. We will be dropping off brochures at hotels.
- 2025 Special Events
 - o Celebrate Ireland (May 9)
 - o Boots in the Park Central Park (May 10)
 - o <u>SENSES Block Party Spy Games (May 15)</u>
 - o Newhallywood Film Festival (May 23-25)
 - o 6th Annual Dragon Boating Festival at Castaic Lake (May 31)
- <u>CalArts:</u> Is looking for donations for their annual staff appreciation event, which may include products and services, gift certificates, food and beverages, experiences and discounts or giveaways. Donations can be sent to 27711 Ron Ridge Drive, or they can pick up contributions from your place of business. Businesses that donate will be promoted to CalArts staff as a contributor in dozens of communications pertaining to Staff Appreciation programming. For more information, contact Sarah Melnick: smelnick@calarts.edu
- <u>Monica Fawcett (Business Development City of Santa Clarita)</u>: <u>SizeUp</u> is a business analytics tool designed to support small and medium-sized businesses by expanding their customer base.
- 2025 New Businesses
 - o Sprouts: 16450 Village Way
 - o Goldie Salon and Boutique: 24251 Town Center Dr.
 - o Slice House: 24250 Town Center Dr Suite 190
 - o Main Chick Hot Chicken: 18742 Soledad Canyon Road
 - o Pro County: 24201 Valencia Blvd #2048
 - o India Garden: 24341 Magic Mountain Pkwy
 - o Purple Planet Creative Space: 22722 Lyons Ave #2
 - o RJM Grill & Café: 24367 Main St.

MEMBER UPDATES

Carol Rock, Leon Worden and Lois Bauccio (Santa Clarita History Center): This year is the 50th anniversary of the Santa Clarita History Center. We are currently working on a grassroots fundraising campaign to open the Saugus Train Station Museum by the end of the year. We will host a gala on Saturday, March 7, 2026 at the Canyon Country Community Center with the theme "Live from Santa Clarita: It's Saturday Night!" We will also be part of the Old Town Newhall Art Walk on Saturday, May 17. We have a monthly newsletter where we share information about our programs, recent acquisitions, and outreach efforts that also promotes other local historic and cultural destinations. If you'd like to look at the current issue, please go to www.scvhs.org. We're hoping to build our database and would love to add your email. Sign up by emailing crock@scvhs.org.

<u>Cassidy Butow and Desiree Dodd (College of the Canyons):</u> The <u>Santa Clarita Valley Book Festival</u> will take place Saturday, May 10 at the University Center. We are working on a large conference that will take place in February 2026 and are looking for hotels that can provide transportation. Our <u>Silver Spur Celebration</u> will take place on Saturday, May 17 at 5:30 p.m.

<u>Michelle Bucks (Hyatt Regency Valencia):</u> Our <u>Greater Thursdays</u> event takes place every Thursday from 5:00 to 9:00 p.m. and includes live music and happy hours specials.

Lisa Sojka (Embassy Suites by Hilton Valencia): No updates.

Salvador Vasquez (SpringHill Suites | Residence Inn): We are wrapping up our new bar menu.

Maria Christopher (Rancho Camulos Museum):

We are open for tours on Sundays from 1:00 to 4:00 p.m. Our <u>Ghosts of California</u> event will take place on Saturday, May 24 from 1:00 to 5:00 p.m. and will include a screening of a locally produced historical documentary about California in its early days.

<u>Sergio D' Agustini (Reyes Winery):</u> We will be hosting a Mother's day event on Sunday, May 11 with music and catered food. In addition, we are planning to start hosting hikes once the weather becomes more stable. This will include a 1.5 to 2 hour hike, lunch with wine, and a tour of the vineyard and production room.

<u>Jennifer Chadwick (Salt Creek Grille):</u> We will be hosting a Mother's Day brunch on Sunday, May 11. Pricing will be \$17 for children and \$19 for adults.

<u>Beth Wageman (Wolf Creek Restaurant):</u> We have Mother's Day specials running Friday, May 9 to Sunday, May 11. Additionally, we have Sunday brunch on Mother's Day from 10:00 a.m. to 2:00 p.m.

Jordan Pereyra (Hart & Main): We are keeping up with graduation parties.

Keith Wells and Luis F. Valle (Santa Clarita Sheriff's Department): If you have any ongoing issues at your establishment, you can reach out to me. Don't leave any valuables out in the open.

NEXT MEETING

Date: Tuesday, June 3, 2025

Location: University Center at College of the Canyons (Room 258)

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