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## ATTENDEES

Salvador Vazquez (Springhill Suites | Residence Inn); Jo Anne Hilario (Holiday Inn Express | Best Western); Michelle Braverman, Lisa Sojka and Daniel Efron (Embassy Suites by Hilton Valencia); Tanya and Jacob Mikhail (Senator Valladares' Office); Nani Escudero (Visit California); Jessica Lederer and Jack Erdynast (Courtyard by Marriott | Dimension Hospitality); Heather O'Brien (MB2 Entertainment); Maria Christopher (Rancho Camulos Museum); Michelle Bucks (Hyatt Regency Valencia); Sergio D'Agustini (Reyes Winery); AD Anderson (Lucky Luke Brewing); Warner Curtis (Lake Piru); Desiree Dodd (College of the Canyons); Carol Rock (Santa Clarita History Center) Marilyn Sourgose, Evan Thomason, Kayla Marquez, Tyler Pledger and Monica Fawcett (City of Santa Clarita);

## TOURISM OFFICE UPDATES

- **2026 Visitor Guide:** The Lure Creative ad-sale sheet is on our website and will be sent out with today's notes. Tourism Marketing District Hotels and Tourism Bureau Members are highlighted. Please send any updated hi-res photos of your property.
- **Advertising Campaign:** Our annual advertising campaign will start in October, targeting a 400-mile drive radius. The campaign will showcase: Family Fun, Thrills, Outdoor Adventure and Dining. We will run a contest promotion in the 1st quarter of next year to collect email addresses for our bi-weekly [e-newsletter](#) that has over 38k opt-in recipients.
- **Summer Trolley:** The [Summer Trolley](#) wrapped up the season with just over 4,500 riders.
- **Los Angeles Market Outlook:** We attended Los Angeles' Market Outlook Forum. They provided their 2025 Market Resource Planner, which includes key industry data, visitor insights, and forecasts. Santa Clarita is included in LA County numbers.
- **Santa Clarita Valley – 2025 Economic Outlook Forecast:** On Friday, September 26 at the Santa Clarita Performing Arts Center, a business leader panel will discuss how companies in Santa Clarita are adapting to today's economic landscape. Tickets can be purchased at [scvedc.org/outlook](https://scvedc.org/outlook)
- **Upcoming Events:**
  - [Celebrate Thailand](#) – Friday, September 12
  - [SENSES Block Party Oktoberfest](#) – Thursday, September 18
  - [The Master's University Cross Country Meet](#) – Saturday, September 20
  - [City Cinemas \(JAWS\)](#) – Friday, September 26
  - [Gracefest](#) – Saturday, September 27 at Castaic Lake
  - [Love Ride](#) – Sunday, November 9 from Harley-Davidson Glendale to Castaic Lake.

## MEMBER UPDATES

**Jo Anne Hilario (Holiday Inn Express | Best Western):** We offer a wedding package at Holiday Inn Express, which includes a minimum of 10 rooms, bride and groom suite room upgrade, an option for an overnight stay on the on year anniversary and more.

**Michelle Braverman, Lisa Sojka and Daniel Efron (Embassy Suites by Hilton Valencia):** We have happy hour at [The Blossom Bar and Grill](#) from 5:00 to 6:30 p.m. 5-6:30 PM.

**Tanya and Jacob Mikhail (Senator Valladares' Office):** We have a new program called Fix it Fridays in which a case worker will come out to Santa Clarita to help constituents out with any state agencies. Please reach out if you need any assistance.

**Nani Escudero (Visit California):** Here to help partners engage with Visit CA.

**Jessica Lederer and Jack Erdynast (Courtyard by Marriott | Dimension Hospitality):** We are rolling out a new menu at the [Bistro](#) at the end of the month.

**Heather O'Brien (MB2 Entertainment):** Preview our holiday menu with free drinks and food at our [Holiday Preview](#) event on Thursday, September 25.

**Maria Christopher (Rancho Camulos Museum):** We are opening a new exhibit on October 11 that focuses on the history of black smithing and related artifacts that have been restored. We are open for tours on Sundays from 1:00 to 4:00 p.m. as well as tours by appointment.

**Michelle Bucks (Hyatt Regency Valencia):** Our [Greater Thursdays](#) event is busy. The [What's Up SCV Indoor Marketplace](#) is coming back on Sunday, September 28. We also hired a new director of catering.

**Sergio D'Agustini (Reyes Winery):** This weekend we are hosting an event for club members, which will include food, wine and live music. On Sunday, September 21 we are hosting a [Harvest Celebration](#) with food, wine and grape stomping. We have two new wines for sale, a 2024 Moscato and Cabernet.

**AD Anderson (Lucky Luke Brewing):** Our [Bikes & Beers](#) event and [Country Line Dancing Night](#) will take place on Saturday, September 13. Our monthly local band night, [Luke's Locals](#), will take place on Thursday, September 18. [Luketoberfest](#) will take place on Friday, September 19 with games, raffles, food trucks and more. Hotels can request 10% off coupons.

**Warner Curtis (Lake Piru):** Our [pontoon boats](#) are available for rent. The fall season is slower, so we are more open to hosting events.

**Desiree Dodd (College of the Canyons):** The [2025 Foundation Golf Classic](#) will take place on October 20.

**Carol Rock (Santa Clarita History Center):** The [Saugus Train Station Museum](#) is open on Saturdays from 1:00 to 4:00 p.m. We are hosting an [Author Talk and Book Signing](#) by Henry Starr on September 20 at 12:00 p.m. at Hart Hall. On Saturday, December 6 we are hosting a Polar Express photoshoot from 1:00 to 4:00 p.m. We ask for a \$10 donation for the picture.

## **NEXT MEETING**

Date: Tuesday, October 14, 2025 at 12:00 p.m.

Location: Hart Hall

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