

# VISIT SANTA CLARITA

Meeting Agenda  
February 12, 2026  
MB2 Entertainment

CALIFORNIA

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## TOURISM OFFICE UPDATES

- **2026 Tourism Bureau overview**
- **Visitor Guide**
- **Membership Renewals**
  - Updates to membership fee schedule (effective 2027)
- **2026 Meeting Schedule**
- **Cowboy Fest: collab opportunities/partner deals**
- **Upcoming Events**

## MEMBER/GUEST UPDATES

*Question: What's one thing you're most looking forward to in 2026 for your organization?*

## NEXT MEETING

- Date: Tuesday, April 7, 2026 @ noon
- Location: Hyatt Regency Valencia

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