



Tourism Bureau Meeting Notes
February 12, 2026 12:00 p.m.
MB2 Entertainment

ATTENDEES

Heather O'Brien and Bunny Fernanda (MB2 Entertainment); Desiree Dodd and Cassidy Butow (College of the Canyons); Jack Erdynast and Adriana Mendoza (Courtyard by Marriot | Dimension Hospitality); Michelle Braverman and Rebecca DeGuzman (Embassy Suites by Hilton Valencia); Jo Anne Hilario (Holiday Inn Express | Best Western); Ashley Hann and Scott Phillips (Hyatt Regency Valencia); Warner Curtis (Lake Piru); Andrew Taban (Office of Assessor Jeffrey Prang); Maria Christopher (Rancho Camulos Museum); Sergio D'Agustini (Reyes Winery); Carol Rock (Santa Clarita History Center); Tanya Mikhail (Senator Valladares' Office); Crystal Carr (Office of State Assemblymember Pilar Schiavo); Keith Wells and Luis F. Valle (Santa Clarita Sheriff's Department); Debbie Dugger (Six Flags Magic Mountain); Salvador Vazquez (Springhill Suites | Residence Inn); Yanique Johnson (Valencia Town Center); Nani Escudero (Visit California); Monica Fawcett, Kayla Marquez, Tyler Pledger, Sydney Hooper and Calista Nocella (City of Santa Clarita)

TOURISM OFFICE UPDATES

- **2026 Tourism Bureau Overview:** Meetings are transitioning to a bi-monthly basis in 2026, with focus on industry trends and other educational components.
- **Visitor Guide:** We are in the final stages before printing.
- **Membership Renewals:** Updates to the membership fee will be effective in 2027. If you have any questions regarding membership renewal, please reach out to Sydney: shooper@santaclarita.gov
- **30th Anniversary Cowboy Festival:**
 - The Tourism Bureau is launching a limited-time Business Activation Incentive Program for Tourism Bureau members only to build excitement for the Cowboy Festival. This may include decorating your storefront, lobby or interior with a western/ cowboy theme, or offering a special, Cowboy Festival-inspired menu item, product, or promotion.
 - Send your photos through our [collector](#). The first 10 businesses to submit a photo by Friday, April 10 will receive a \$100 rebate. From those first 10 participating businesses, we will select one establishment from the experience, food and service category based on overall presentation, including: best storefront, and/or most creative and festive decorations. Each of the three selected businesses will receive a professional photoshoot of their establishment, fully paid for by Visit Santa Clarita and will be provided with 15 professionally edited photos for their own marketing and promotional use.

MEMBER/GUEST UPDATES

Warner Curtis (Lake Piru): We are hosting a [Lake Piru Power Run 5K / 1K Fun Run](#) on Saturday, March 28. Vendors and food trucks will be available after the race. Camping is available at Olive Grove campground the night before the race and can be added to your package for \$25 per night.

Heather O'Brien and Bunny Fernanda (MB2 Entertainment): We offer seven acres of indoor and outdoor leisure spaces, including attractions, four private party rooms, a full-service restaurant and quick-service dining options. Our [Valentine's Day Special](#) costs \$99 and includes a \$125 game card, one heart-shaped pizza and unlimited drinks.

Yanique Johnson (Valencia Town Center): We will be bringing in new retailers throughout 2026. On Saturday, February 21, we will be hosting a [Health, Wellness & Beauty Event](#) featuring demonstrations from Valencia Town Center retailers and a free yoga class.

Nani Escudero (Visit California): We encourage businesses to [submit business listings and content](#) through our website to be featured across our platforms. Our March content theme of *Wild, Wild, West Coast* aligns with the [30th Anniversary Santa Clarita Cowboy Festival](#).

Michelle Braverman and Rebecca DeGuzman (Embassy Suites by Hilton Valencia): We are looking for a new Director of Sales.

Debbie Dugger (Six Flags Magic Mountain): We are renovating Looney Tunes Land, which will be divided into four themed areas inspired by Bugs Bunny, the Tasmanian Devil, Wile E. Coyote and Daffy Duck. Follow [@ourmountain_thrillpark](#) for updates regarding new rides. [Hurricane Harbor](#) opens Memorial Day Weekend.

Jo Anne Hilario (Holiday Inn Express | Best Western): We have a \$50 gift card promotion for those who stay three nights at Best Western between Monday, February 2, and Sunday, May 10. Promotional gift cards expire on August 2, 2026.

Salvador Vasquez (Springhill Suites | Residence Inn): We offer 11,000 square feet of meeting and event space. [Residence Inn](#) offers rooms with kitchenettes for lengthier stays.

Carol Rock (Santa Clarita History Center): Celebrate the 50th anniversary of the Santa Clarita Valley Historical Society at [Live From Santa Clarita: It's Saturday Night](#) on Saturday, March 7 at 6:00 p.m. at the Canyon Country Community Center. Enjoy cocktails, dinner, an auction and entertainment. Let me know if you need brochures for your establishment. We are open on Saturdays from 1:00 to 4:00 p.m. for public tours.

Jack Erdynast and Adriana Mendoza (Courtyard by Marriot | Dimension Hospitality): Adriana is our new coordinator.

Maria Christopher (Rancho Camulos Museum): We are open for docent-led tours on Sundays from 1:00 to 4:00 p.m. and by appointment. Local author and historian [John Boston](#) will be sharing humorous tales of Santa Clarita newspaper legends Ruth and Scott Newhall on Sunday, February 22 from 12:00 to 1:00 p.m. Our annual [California Fiesta De Rancho Camulos](#) event will take place on Friday, April 17 from 1:00 to 4:00 p.m., featuring a screening of the documentary, *Ghosts of California*.

Sergio D'Agustini (Reves Winery): On Saturday, February 14, we are hosting a Valentine's Day wine tasting and pairing event.

Scott Phillips and Ashley Hann (Hyatt Regency Valencia): We are hosting a [Valentine's Day dinner](#) at our on-site restaurant, *Greater Pacific*. The restaurant is now open for lunch as well.

Keith Wells and Luis F. Valle (Santa Clarita Sheriff's Department): On Saturday, February 21, we are hosting an [Etch & Catch](#) catalytic converter etching event at Santa Clarita City Hall from 8:00 a.m. to 12:00 p.m.

Tanya Mikhail (Senator Suzette Valladares' Office): On Thursday, February 19, we are hosting a [Senior Self-Defense Event](#) at the Santa Clarita Senior Center from 8:30 a.m. to 10:00 a.m. We are also currently hiring interns.

Crystal Carr (Office of State Assemblymember Pilar Schiavo): I am here to provide help with state agencies and constituent services.

Andrew Taban (Office of Assessor Jeffrey Prang): Let me know if you need help with your assessment.

Cassidy Butow and Desiree Dodd (College of the Canyons): The University Center was featured in the [Liquid Death Super Bowl Commercial](#). The [2026 Silver Spur Celebration](#) will honor Ed Masterson on Saturday, May 30 at 6:00 p.m. at the Sheraton Universal Hotel.

NEXT MEETING

Date: Tuesday, April 7, 2026 at 12:00 p.m.

Location: Hyatt Regency Valencia

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