



**DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES**

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**March 21, 2024, 2:00 p.m.  
Hyatt Regency Santa Clara  
5101 Great America Parkway  
Bayshore Room  
Santa Clara, CA 95050**

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**CALL TO ORDER**

Chair Lentz called the meeting to order at 2:04 p.m.

**ROLL CALL**

Chair Lentz welcomed the newest Board Member, Billy Moreno, General Manager of Delta Silicon Valley.

Present: Treasurer Kelly Carr, OVG360  
Member Lorne Ellison, Levy Restaurants  
Member Barb Granter, California's Great America  
Member Erin Henry, Hyatt Santa Clara  
Chair Catherine Lentz, Forty-Niners Stadium Management Company  
Member Billy Moreno, Delta Silicon Valley  
Member Nadine Nader, City of Santa Clara  
Vice-Chair Chris Sullivan, Santa Clara Marriott

Quorum Met: 8

Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Absent: Member Leo Wandling, I.A.T.S.E Local Union 134

Attendance: Jasmin Avina, Discover Santa Clara®  
Nancy Thome, City of Santa Clara

**PUBLIC COMMENT**

For public comment on items on the Agenda that are within the subject matter jurisdiction of the Board.

There were no public comments.

**SPECIAL ORDER OF BUSINESS**

**1. Introduction of new Administrative Services Manager Jasmin Avina.**

Chair Lentz welcomed the Administrative Service Manager Jasmin Avina to her first Board Meeting.

### **CONSENT AGENDA**

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless the discussion is requested by a member of the Board, staff, or public. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered under Consent Items Pulled for Discussion.

**2. Action on the Minutes of:**

- Discover Santa Clara® Board of Directors – January 18, 2024

**Recommendation:** Note and File Meeting Minutes.

**3. Action on the December 2023 and January 2024 Financial Reports.**

**Recommendation:** Note and File the December 2023 and January 2024 Financial Reports.

**4. Action on the January and February 2024 Sales Activity Reports.**

**Recommendation:** Note and File the January and February 2024 Sales Activity Reports.

**A motion was made by Treasurer Carr, seconded by Member Nader, to approve the Consent Calendar.**

**Ayes:** 8 Treasurer Carr, Member Ellison, Member Granter, Member Henry, Chair Lentz, Member Moreno, Member Nader, Vice-Chair Sullivan

**Absent:** 1 Member Wandling

### **CONSENT ITEMS PULLED FOR DISCUSSION**

#### **PUBLIC PRESENTATIONS**

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

There were no public presentations.

### **GENERAL BUSINESS – ITEMS FOR DISCUSSION**

5. Action to Ratify an Agreement with Madden Preprint Media LLC dba Madden Media for Website Redesign and Marketing Services for a Three-Year Term.

**Recommendation:**

1. Ratify an Agreement with Madden Preprint Media LLC dba Madden Media for website redesign and marketing services in the amount of \$474,020 for an initial three-year term beginning March 11, 2024, and ending March 10, 2027.
2. Approve Chief Executive Officer to absorb expenses exceeding the Marketing & Communications Non-Personnel Budget and to offset expenses with current savings in the FY 2023/24 Operating Budget.

Director of Marketing, Katelyn Studebaker provided an overview of the staff report and shared the background and the procurement process that was conducted that led to the selection of Madden Media. Katelyn noted there were corrections to the FY amounts listed in Table C of the staff report. The following corrections were noted: FY 2023/24 = \$227,195. FY 2024/25 = \$184,1885, FY 2025/26 = \$62,640 for a total three-year contract amount of \$474,020.

Katelyn added that they anticipate they can absorb the current fiscal year cost into the current budget and that Madden Media plan to cover the five major projects as part of the contract.

Ex-Officio Baker indicated that he would like to get clarity on the marketing sprints and what the turnaround time is to fix business functionality items and is there a financial impact if Madden doesn't fix it. Katelyn indicated that she would review the contract and add amendment addressing turnaround time for addressing business functionality items if needed.

Nancy Thome added that the sprints were optional based on DMO need and that optional sprints totalled \$78,000 of the overall contract. Additionally, the payment schedule included in the contract is subject to change depending on if items are completed quickly or if there is an unexpected delay. Recommendation #2 was being requested so that if progress moves quicker than usual, Marketing may exceed the program budget by more than \$25,000, the DMO would not need to return to the Board for approval later: the CEO is required to get Board approval for program expenses exceeding \$25,000.

Member Henry left the meeting at 2:27 p.m.

**A motion was made by Member Nader, seconded by Member Ellison, to: 1) Ratify an Agreement with Madden Preprint Media LLC dba Madden Media for website redesign and marketing services in the amount of \$474,020 for an initial three-year term beginning March 11, 2024 and ending March 10, 2027, and 2) Approve Chief Executive Officer to absorb expenses exceeding the Marketing & Communications Non-Personnel Budget and to offset expenses with current savings in the FY 2023/24 Operating Budget.**

**Ayes:** 7 Treasurer Carr, Member Ellison, Member Granter, Chair Lentz, Member Moreno, Member Nader, Vice-Chair Sullivan

**Absent:** 2 Member Wandling, Member Henry

**6. Chief Executive Officer Monthly Update.**

- 6A. Staffing Update
- 6B. Sales & Administrative Update
- 6C. Marketing Update

Referring to the PowerPoint Presentation included in the agenda packet, Secretary Lawson, Director of Sales Luz Chatman, Director of Marketing Katelyn Studebaker, and Marketing Manager Ben Landis provided an update on DMO administration, sales, and marketing efforts.

Secretary Lawson welcome Jasmin Aviña as the new Administrative Services Manager to the DMO administration team. Ongoing efforts to find the next Sales Manager will continue in the coming weeks by the Director of Sales, Luz Chatman leading recruitment initiatives.

Accomplishments and sales priorities include, but is not limited to, partnerships with Baronfeld Consulting, Visit Salt Lake City, Visit Oakland, and participation in the Visit California Outlook Forum. The sales and marketing teams are planning future travel to engage in networking opportunities with other DMOs.

Member Nader left the meeting at 2:54 p.m.

Ex-Officio Baker left the meeting at 3:00 p.m.

**COMMITTEE UPDATES**

**7. Committee Updates**

There were no Committee Updates.

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The meeting adjourned at 3:05 p.m. The next regularly scheduled meeting is on **April 18, 2024.**