



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES

August 15, 2024, 1:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway, Room 207
Santa Clara, CA 95050

The public can participate remotely via Zoom:

<https://us06web.zoom.us/j/7656745051?pwd=W383LF1naMBfnW24qFKZ8hYYV9G9Xb.1&omn=83193082599>

Meeting ID: 765 674 5051

Passcode: FBLb8h

CALL TO ORDER

Chair Lentz called the meeting to order at 1:07 p.m.

ROLL CALL

Present: 7 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Member Lorne Ellison, Levy Restaurants
Member Barb Granter, California's Great America
Member Erin Henry, Hyatt Santa Clara
Member Billy Moreno, Delta Silicon Valley
Member Nadine Nader, City of Santa Clara
Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)

Absent: 2 Vice-Chair & Treasurer Kelly Carr, OVG360
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Staff: Nancy Thome, City of Santa Clara

A quorum of 6 was met.

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.

Items 5 and 6 were discussed prior to going into Closed Session.

Item 5: Action on One-Time Year-End FY 2023/24 Incentive Pay to the Marketing Manager in the Amount of \$25,000.

Recommendation: Approve One-Time Year-End FY 2023/24 Incentive Pay to the Marketing Manager in the Amount of \$25,000.

CEO Lawson reported that when the Marketing Manager position was created and hired in FY 2023/24, the position was not an incentivized position. This position however was included in the FY 2024/25 Operating Budget as an incentivized position. CEO Lawson reported that the Marketing Manager's efforts has achieved incredible digital growth, content creation in the community and partners, highlights on local businesses and restaurants. CEO Lawson added that the Marketing Manager has overextended himself as demonstrated by his professional achievements and he remains committed and creative. The FY 2023/24 incentive pay will help to keep the DMO competitive. In closing, CEO Lawson stated that based on the most recent forecast, FY 2023/24 was 82% expended and can be absorbed in the budget.

A motion was made by Member Nader, seconded by Member Henry to approve one-time year-end FY 2023/24 incentive pay to the Marketing Manager in the amount of \$25,000.

Ayes: 6 Chair Lentz, Member Ellison, Member Granter, Member Henry, Member Moreno, Member Nader

Absent: 1 Vice-Chair/Treasurer Carr

Item 6: Action on the Title Change from Administrative Services Manager to Manager of Business Operations.

Recommendation: Approve the title change from Administrative Services Manager to Manager of Business Operations.

CEO Lawson report that there had been some challenges getting qualified candidates for the Administrative Services Manager position. With the last recruitment, many of the candidates only had executive assistant experiences. CEO Lawson's recommendation was that a change in title may help to attract candidates with the desired skills, knowledge, and experience. The Board discussed alternative titles.

A motion was made by Member Nader, seconded by Member Ellison to approve the title change from Administrative Services Manager to Business and Operations Manager.

Ayes: 6 Chair Lentz, Member Ellison, Member Granter, Member Henry, Member Moreno, Member Nader

Absent: 1 Vice-Chair/Treasurer Carr

CONVENE TO CLOSED SESSION

The Board convened to Closed Session at 1:34 p.m.

1. Employee Performance Evaluation (Gov. Code section 54957(b)(1))
Title: Chief Executive Officer

Member Nader left the meeting at 2:15 p.m.

RECONVENE TO PUBLIC SESSSION

The Board reconvened to Public Session at 2:22 p.m.

REPORT(S) OF ACTION TAKEN IN CLOSED SESSION MATTERS

There was no reportable action taken.

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 – May 16, 2024
 - Discover Santa Clara® Board of Directors – June 04, 2024
 - Discover Santa Clara® Board of Directors – June 13, 2024
 - Discover Santa Clara® Board of Directors – July 18, 2024

Recommendation: Note and File Meeting Minutes.

3. Action on the April and May 2024 Monthly Financial Reports.

Recommendation: Note and file the April and May 2024 Monthly Financial Reports.

4. Action on the March, April, May, and June 2024 Sales Activity Reports.

Recommendation: Note and file the March, April, May, and June 2024 Sales Activity Reports.

A motion was made by Member Granter, seconded by Member Moreno to approve the Consent Calendar.

Ayes: 5 Chair Lentz, Member Ellison, Member Granter, Member Henry, Member Moreno

Absent: 1 Vice-Chair/Treasurer Carr

CONSENT ITEMS PULLED FOR DISCUSSION

None.

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.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

5. Action on One-Time Year-End FY 2023/24 Incentive Pay to the Marketing Manager in the Amount of \$25,000.

Recommendation: Approve One-Time Year-End FY 2023/24 Incentive Pay to the Marketing Manager in the Amount of \$25,000.

This item was discussed prior to Closed Session.

6. Action on the Title Change from Administrative Services Manager to Manager of Business Operations.

Recommendation: Approve the title change from Administrative Services Manager to Manager of Business Development.

This item was discussed prior to Closed Session.

7. Discussion and Action on Board of Directors Meeting Cadence and Time.

Recommendation: Action as directed by the Board of Directors.

Chair Lentz requested feedback from the Board regarding any proposed changes to the meeting cadence and time. Member Granter expressed concerns with moving to bi-monthly as if a member were to miss it, there would be more information missed. Chair Lentz brought up the idea of having recess months like December or July when most people are out on vacation. There was no action taken on this item.

8. Chief Executive Officer Monthly Update.

CEO Lawson provided a verbal update:

- The DOS' onboarding is going well.

- The team attended the DI Annual Conference; CEO attended US Travel Board Meetings, and ESTO Conference with the DOM
- There is an open Sales Manager vacancy and will be recruiting for the new B&OM position.
- Staff evaluations have been completed and CEO is putting final touches on the goals.
- Omnichannel activities are advancing, and team is working on SB60 activation plan. CEO will bring a separate special event budget to the Board for approval.

Member Moreno left the meeting at 2:38 p.m.

COMMITTEE UPDATES

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 2:38 p.m. The next regularly scheduled meeting is on **September 19, 2024**.