



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES

October 17, 2024, 1:00 p.m.
Santa Clara Convention Center, Ballroom H
5001 Great America Parkway
Santa Clara, CA 95050

The public can participate remotely via Zoom:

<https://us06web.zoom.us/j/86387199050?pwd=z27ISRZq5Qu4etEIH6s3S8bN2TqC6.1>

Meeting ID: 863 8719 9050

Passcode: 748555

CALL TO ORDER

Chair Lentz called the meeting to order at 1:09 p.m.

ROLL CALL

Present: 7 Chair Catherine Lentz, Forty-Niners Stadium Management Company
Vice-Chair & Treasurer Kelly Carr, OVG360
Member Lorne Ellison, Levy Restaurants
Member Barb Granter, California's Great America
Member Erin Henry, Hyatt Santa Clara
Member Billy Mendez Moreno, Delta Silicon Valley
Member Nadine Nader, City of Santa Clara

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

Staff: Nancy Thome, City of Santa Clara

A quorum of 7 was met.

PUBLIC COMMENT

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

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.

1. Action on the Minutes of:

- Discover Santa Clara® Board of Directors – September 19, 2024
- Discover Santa Clara® Board of Directors – October 1, 2024

Recommendation: Note and File Meeting Minutes.

2. Action on the August 2024 Monthly Financial Report.

Recommendation: Note and file the August 2024 Monthly Financial Report.

3. Action on the August 2024 Sales Activity Report.

Recommendation: Note and file the August 2024 Sales Activity Report.

A motion was made by Member Granter, seconded by Member Nader to approve the Consent Agenda.

Ayes: 7 Chair Lentz, Vice-Chair/Treasurer Carr, Member Ellison, Member Granter, Member Henry, Member Moreno, Member Nader

Absent: None

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.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

4. Action to Authorize the Chief Executive Officer to Adjust External Job Titles as Needed Without Changes to Approved Title Tracks, Salary Ranges or Job Descriptions.

Recommendation: Approve and Authorize the Chief Executive Officer to adjust external job titles as needed without changes to approved title tracks, salary ranges or job descriptions.

CEO Lawson requested to make title changes without Board approval. This would allow for title changes that align with other DMOs without changes to job descriptions and salaries. CEO Lawson indicated that any title changes would be included in her monthly reports, and she would notify the SCTID partners of same. CEO Lawson added that title changes are made so they are all encompassing of the role. The ability to make title changes would be so they can be in alignment with other larger DMOs which provides additional credibility.

A motion was made by Member Granter, seconded by Member Moreno to approve and authorize the Chief Executive Office to adjust external job titles as needed without changes to approved title tracks, salary ranges or job descriptions.

Ayes: 7 Chair Lentz, Vice-Chair/Treasurer Carr, Member Ellison, Member Granter, Member Henry, Member Moreno, Member Nader

Absent: None

5. Action to Approve Adjustment to the Business & Operations Manager Salary Range and the Addition of Incentive Pay.

Recommendation: Approve and Authorize the Chief Executive Officer to adjust the Business & Operations Manager Salary Range and add Incentive Pay.

CEO Lawson reported that the Business & Operations Manager position has been vacant for month and the title was recently changed in August. The DMO is currently in the recruiting process and there may be a couple of potential candidates and there may be the need to offer higher salary than anticipated. CEO Lawson requested to increase the range up to 5% (from \$125k) and the ability to provide incentive pay up to 15%. Incentive pay would be based on developed goals for the position and CEO Lawson reviewed the examples as indicated in the staff report. The extra costs would be absorbed in the current budget as there are vacancies savings due to staffing vacancies. Additionally, incentive pay would be prorated based on time in the position.

A motion was made by Member Nader, seconded by Member Henry to approve and authorize the Chief Executive Office to adjust the Business & Operations Manager salary range and add incentive pay.

Ayes: 7 Chair Lentz, Vice-Chair/Treasurer Carr, Member Ellison, Member Granter, Member Henry, Member Moreno, Member Nader

Absent: None

6. Chief Executive Officer Monthly Update.

CEO Lawson provided an overview of the DMO's monthly activities.

COMMITTEE UPDATES

BOARD MEMBER OPEN FORUM

This item is reserved for the Board to present additional Agenda items for future discussion.

The Board discussed changing the November meeting date due to the Thanksgiving Holiday.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 1:44 p.m. The next regularly scheduled meeting is on **November 21, 2024**.