



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING MINUTES
Hilton Santa Clara
4949 Great America Parkway, Santa Clara 95054

MAY 24, 2022

10:00 A.M.

CALL TO ORDER

Eron Hodges called the meeting to order at 10:02 a.m.

ROLL CALL

Present: 3 Eron Hodges, Hyatt Regency Santa Clara
Margie Johnston, Hilton Santa Clara
Sean Steenson, Delta Silicon Valley

Absent: 8 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
Paul Medawar, Hyatt Centric Santa Clara Silicon Valley
Christopher Sullivan, Marriott Santa Clara

In Attendance

Nancy Thome, City of Santa Clara
Dan Fenton, JLL

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the SCTID and will be enacted by one motion. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the SCTID, 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:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022

There was no quorum.

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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

2. Santa Clara Tourism Improvement District Assessment Revenue Update.

Nancy Thome reported out on the TID assessment revenues for the first three quarters. Approximately \$185k was collected in Q1, \$260k in Q2 and \$232k in Q3. The year-to-date total is just over \$676k which exceeds the initial estimate of \$610k. The year-end total is projected at about \$800k.

3. Review of Discover Santa Clara™'s Monthly Progress Report for April 2022.

Dan Fenton provided an overview of April progress:

- Five prospects were added in April.
- They are in the mode of researching to uncover P1s and P2s (groups that would be new to Santa Clara).
- It has been about a month now since they started using Knowland and CVENT and they are looking for more potential P1s and P2s.
- On the P3 side, there has been an increase; they just secured an event with Google and Intel.
- 52 new groups were added under research status.
- They are currently down one sales manager.
- For P1s and P2s, there is no reactive selling, it is all proactive.

4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreements.

Eron Hodges expressed thanks to those who submitted hotel allotments. As a TID, they produced approximately 11,000 room night as a commitment in conjunction to San José and San Francisco which was submitted to FIFA. They are only of a few that submitted that information. Last week, FIFA announced that an official media release will be made on June 16 identifying the locations selected in North America. Eron added that that FIFA needs to be looked as a multiple Superbowl since it is an international event with Mexico and Canada.

5. Update on Related Santa Clara Project.

Eron Hodges reported they received a Related Santa Clara update at the last DMO Board meeting. The permit plans are in with the City for Phase 1 across the street from the

Stadium. If all goes well, they should be breaking ground at the end of the summer. To the north, the City has a land mass. There will be future plans, possibly utilized as public park space. They are moving a tremendous amount of earth which will be stockpiled for use in Phase 2 construction.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 10:21 a.m. The next regular scheduled meeting is on June 21, 2022 at 10:00 a.m.