



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

June 28, 2022

10:00 A.M.

Virtual Meeting

*Pursuant to the provisions of the California Governor’s Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara™ has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/81534503255>  
Meeting ID: 815 3450 3255 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

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

**ROLL CALL**

**Present: 5** Justin Hart, AC Hotel Santa Clara  
Eron Hodges, Hyatt Regency Santa Clara  
Margie Johnston, Hilton Santa Clara  
Sean Steenson, Delta Silicon Valley  
Christopher Sullivan, Marriott Santa Clara

**Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Nicole Hausner, Embassy Suites  
Kevin Hurley, Hyatt House  
Paul Medawar, Hyatt Centric Santa Clara Silicon Valley

A quorum was not met.

**In Attendance**

Nancy Thome, City of Santa Clara  
Ruth Mizobe Shikada, 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
- Santa Clara Tourism Improvement District – May 24, 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. Accounting Transition and Budget Update.**

Nancy Thome reported that the DMO is transitioning to a new accounting firm. The year-end report will be brought to the Board in July and will also be provided to the TID next month.

**3. Update on the Santa Clara Tourism Improvement District Assessment.**

Eron Hodges indicated that the hotels should have all received a letter from Nancy/the City acknowledging the TID assessment increase to 2% from 1.5% effective July 1, 2022. This increase was part of a City Council approval of 1.5% in year 1 and 2% in year 2; the TID assessment is capped at 2%.

Dan Fenton added that there were a few Council members that had questions and he wanted to publicly thank Ruth and Nancy for all the behind-the-scenes work to answer those questions.

**4. Review of Discover Santa Clara™'s Monthly Progress Report for May 2022.**

Dan Fenton reported that there is a P1 that was sourced through Knowland and that the DMO was short-listed. The DMO also booked its first P1 in 2023 with Airbnb. There are more than 1,000 room nights on peak, and it delivers the level of Convention Center revenues that qualifies as a P1. Dan pointed out the data on page 16 which shows the significant level of activity it takes to get to a P1. There are two new P1/P2 prospects and

significant activity with P3 events. On page 17, a new table was inserted to show the KPIs to remind the group of the focus areas.

Dan Fenton added that the Business Development Funds were used, and the process was expedited to close P3 business.

### **GENERAL ANNOUNCEMENTS**

Eron Hodges share news reports of the sale of land at Great America yesterday to Prologis. The park will remain at minimum through 2024 and there is no definite plan on what will replace the park.

### **ADJOURNMENT**

The meeting adjourned at 10:20 a.m. The next regular scheduled meeting is on July 26, 2022 at 10:00 a.m.