



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

August 23, 2022

10:00 AM

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/82245400028>. Meeting ID: 822 4540 0028 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Eron Hodges called the meeting to order at 10:05 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  
Juliet Velazquez, 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
- Santa Clara Tourism Improvement District – June 28, 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. Review of Discover Santa Clara™'s Monthly Progress Report for June 2022.**

Dan Fenton reported on the progress for June:

- Airbnb did contract at the Center and it continues to evolve.
- There has been some progress in P3-P5 prospects, and there are a few tentatives.
- Five new prospects were added in the P1/P2 category.
- For the prospects, the team continues to use the Knowland database, and the team continues to make progress on research activity.
- For the number of prospects, a very high goal was set for the year and just 43 prospects were achieved.
- The report shows that there is still work to be done and the sales team continues to research to get the prospect numbers.
- They will be reworking the glide path which he can show at next month's meeting.

Eron Hodges indicated that at some point next year, they will need to assess if the current strategy is working. He added that he would like a more granular with P3-P5 as they are only actualizing 33% of room night generation. Eron stated that they need to identify what the roadblocks are from booking P1s and P2s.

**3. Review of Discover Santa Clara™'s FY 2021/22 Preliminary Year-End Financial Report.**

Eron Hodges provided an overview of the financial report. Currently, in a good position with about 50% expended and the remaining would go the fund balance. He pointed out the

variance in the City Administration Fee was due to the increased result in the last quarter of the fiscal year as the City receives 2% of the assessment.

4. Review of Discover Santa Clara™'s FY 2021/22 Key Performance Indicators Year-End Report and Revisions to the FY 2022/23 Key Performance Indicator Goals – Prospects.

Dan Fenton indicated that the current goals were very aggressive and part of the two-year goal setting process. He shared that a proposed revision (internal) was made to the number of prospects for FY 2022/23. The numbers were established based on current staffing and projected onboarding of new staff. They will report on KPIs every month to share progress.

5. Review of the Proposed Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a Term Retroactive to July 1, 2022 and Ending June 30, 2026.

Eron Hodges introduced this item. Nancy Thome reported that this agreement would replace the current agreement the DMO has with the City to provide destination marketing services. The purpose of this agreement was to align with the new District and contains language on the DMO serving as the Owner's Association of the district. Eron added that he had specific questions regarding the disestablishment process. Nancy Thome shared the specific language and it stated that Council would need to have a hearing and initiate a formal disestablishment process. Additionally, any outstanding expenses would be paid with any surplus funds returned to the hotels. Nancy indicated that she would send a copy of the Management District Plan to the managers so they can review it along with the applicable 1994 Law.

## **GENERAL ANNOUNCEMENTS**

Margie Johnston announced that the Hilton has a new permanent general manager. Farshad Mayelzadeh starts Monday, and he is the prior operations directors. He is coming back after about three years. They anticipate an easy transition since he is familiar with the property. Margie's last day is this Friday. Margie is going to help with a property in Phoenix.

It was also mentioned that Hyatt Centric may have a new general manager. Justin Hart indicated he will reach out to find out who the new general manager is.

## **ADJOURNMENT**

The meeting adjourned at 10:57 a.m. The next regular scheduled meeting is on September 27, 2022 at 10:00 a.m.