



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA

September 27, 2022, 10:00 AM
AC Hotel Santa Clara
2970 Lakeside Drive, Santa Clara, CA 95054

CALL TO ORDER

Eron Hodges called the meeting to order at 10:03 a.m.

ROLL CALL

Present:3 Eron Hodges, Hyatt Regency Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent:8 Miriam Arreola, Avatar Hotel
Bridgette Burns, TownePlace Suites by Marriott
Kevin Dominguez, Element Santa Clara
Farshad Mayelzadeh, Hilton Santa Clara
Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites
Kevin Hurley, Hyatt House
John Gennuso, 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
Beverly Corriere, Discover Santa Clara®

PUBLIC COMMENT

For public comment on items on the Agenda that is within the subject matter jurisdiction of the SCTID.

SPECIAL ORDER OF BUSINESS

1. Introduction of Administrative Services Manager, Beverly Corriere.

Eron Hodges introduced Beverly Corriere to the group. Beverly shared that she has a MBA focus in non-profit management and has been in the non-profit sector throughout her career.

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.

2. 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
- Santa Clara Tourism Improvement District – August 23, 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

3. Review of Discover Santa Clara® Monthly Progress Report for July 2022.

Dan Fenton reported on the progress for July:

- The made a couple of adjustments on the report presentation from what had been reported out previously. The first table is the KPIs.
- The Event Mix goal for FY 2022/23 is three P1s and 6 P2s. As they continue to add resources, they are looking at still striving to book into the future.
- They continue to make progress in the research category. For P1 and P2, they have identified 258 groups that not yet been contacted but are in research phase.

4. Discover Santa Clara® Staffing Updates.

Dan Fenton reported there was a new sales manager, Eddie Ryan, started last Friday. His background is on the show management side and he is very research driven in how he used to do his work. The Board went through a recruitment process for CEO and the CEO tentative start date is October 17th.

Eron Hodges added that currently there is the CEO, two Sales Managers, one Administrative

Services Manager which represents the first phase. The next conversation with the Board is on how to add business and converting busines to get business on the books.

5. Marketing Updates.

Dan Fenton reported they have a new firm and new website and continue to work to produce marketing material. Nancy Thome reported that the DMO was successful in trademarking Discover Santa Clara®. Additionally, she has regained access to Facebook and Instagram.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 10:37 a.m. The next regular scheduled meeting is on October 25, 2022 at 10:00 a.m.