

**SILICON VALLEY/SANTA CLARA DMO, INC.
BOARD OF DIRECTORS SPECIAL MEETING
MINUTES**

July 15, 2021 | 10:00 a.m.
Virtual Meeting

CALL TO ORDER

Chair Hodges called the meeting to order at 10:04 a.m.

ROLL CALL

Present: Kelly Carr, Spectra Venue Management
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Leo Wandling, I.A.T.S.E Local Union 134
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Pablo Barrera, I.B.T Local Union 853
Joe Eustice, Hilton Santa Clara

A quorum was met.

Late: Pablo Barrera, I.B.T Local Union 853 (joined at 10:12 a.m.)

Attendance: Nancy Thome, City of Santa Clara
Dan Fenton, Jones Lang LaSalle
Bethanie DeRose, Jones Lang LaSalle
Jasmine Suchoski, Discover Santa Clara

PUBLIC COMMENT

There were no public comments.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the Board and will be enacted by one motion. If discussion is requested, that item will be removed from the section entitled Consent Agenda and will be considered separately.

CONSENT ITEMS PULLED FOR DISCUSSION

1. Action on the Minutes of:
Silicon Valley/Santa Clara DMO, Inc. Board of Directors:

- Special Meeting of the Board – June 7, 2021
- Regular Meeting of the Board – June 17, 2021

Recommendation: Approve meeting minutes and note and file.

A motion was made by Member Carr, seconded by Member Nader, to approve the Consent Agenda. Motion passed (unanimously 5-0).

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Introduction of Administrative Assistant Jasmine Suchoski.

Chair Hodges introduced Jasmine Suchoski. Jasmine recently joined Discover Santa Clara to provide part-time administrative support. Her duties will primarily focus on assisting with updating the CRM database system.

3. Nomination and Election of Vice-Chair for the Balance of the Unexpired Term Through October 2021.

Nancy Thome confirmed former Vice-Chair Gonzalez's resignation was effective June 8th. A newly nominated Vice-Chair would serve for the remainder of the officer term ending October 2021. At that time, new officers will be elected for a one-year term. Member Lentz was nominated as the Vice-Chair at the June 17 Board Meeting and formally accepted the Vice-Chair nomination.

A motion was made by Member Carr, seconded by Treasurer Wandling, to approve and confirm appointment of Member Lentz as Vice-Chair for the remainder of the current officer term. Motion passed (unanimously 5-0).

Member Barrera joined the meeting at 10:12 a.m.

4. Discussion on Silicon Valley/Santa Clara DMO, Inc. Organizational Structure.

Dan Fenton reported he would like to have some time dedicated in the future to discuss the overall structure of the organization and revisit the Phase One staffing chart. Chair Hodges indicated there are two sales positions that the DMO should start the recruitment process on.

5. Discussion and Action on the Status of the Agreement with Destination Advantage.

Recommendation: Provide Direction on the Agreement with Destination Advantage.

Chair Hodges reported that he and Nancy Thome met with Donovan to inform him that the Board of Directors did not approve payment of the invoice for the creation of the social media accounts. Additionally, Donovan was asked to close the accounts.

Nancy Thome indicated that the agreement with Lotus was close to being formalized and sought direction from the Board on the existing agreement with Destination Advantage. Per the agreement with Destination Advantage, 30-day written notice is required if the decision is made to end that agreement.

A motion was made by Member Nader, seconded by Member Carr, that upon execution of the agreement with Lotus Marketing, Inc., 30-day notice be provided to Destination Advantage of the termination of its agreement and provide Destination Advantage direction to sunset the Visit Santa Clara website. Motion passed (unanimously 6-0).

The Board requested that Nancy Thome update the Board when Destination Advantage is notified.

6. Silicon Valley/Santa Clara DMO, Inc. Updates.

- A. Sales Activity
- B. Marketing Update
- C. Fiscal Reporting

- Dan Fenton reported 50 new prospects, 34 tentatives and 4 new definites were added this month and a new slide was added to the report to show lost business.

Member Nader left at 10:30 a.m.

- Nancy Thome reiterated that the marketing agreement with Lotus is close to being finalized and executed.
- Kelly Carr reported Spectra hired a part-time sales coordinator.
- Nancy Thome reported she, Dan Fenton, and Treasurer Wandling continue to work with Chip Fugate to finalize the P & L reporting for the Board. Additionally, she will be working with Chip to close out FY 2020/21 reporting. The DMO taxes, which will be completed and submitted by Chip, are due by the end of September.

7. Discussion and Action on the Use of Contingency Funds to Support Unbudgeted Legal Services Costs.

Recommendation: Approve the use of Contingency Funds to support unbudgeted Legal Services Costs.

Nancy Thome reported the receipt of the most recent invoice from Thoits Law in the amount of \$18,000 and acknowledged that the line-item budget for legal services is

overspent. Nancy Thome requested formal approval from the Board to utilize FY 2020/21 Contingency Fund to support the additional unbudgeted legal expenses.

A motion was made by Member Carr, seconded by Treasurer Wandling, to approve the use of FY 2020/21 Contingency Funds to support the unbudgeted legal expenses. Motion passed (unanimously 5-0).

8. Discussion and Action on an Agreement for Professional Marketing Services with Lotus Marketing, Inc. for a Term Starting on or about August 1, 2021 and Ending on July 31, 2022 for a Total Not-to-Exceed Amount of \$177,400 Annually.

Recommendation: Authorize the Chair to Negotiate and Execute an Agreement for Professional Marketing Services with Lotus Marketing, Inc. for a Term Starting on or about August 1, 2021 and Ending on July 31, 2022 for a Total Not-to-Exceed Amount of \$177,400 Annually.

Nancy Thome reported that this agreement was approved by the Board at the June 17 meeting. It was being brought back to the Board as the not-to-exceed amount increased to include reimbursable travel costs for an onsite workshop and for assistance with a temporary website landing page.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Wandling, to authorize the Chair to negotiate and execute an agreement for Professional Marketing Services with Lotus Marketing, Inc. for a term starting on or about August 1, 2021 and ending on July 31, 2022 for a total not-to-exceed Amount of \$177,400 annually. Motion passed (unanimously 5-0).

9. Discussion and Action on an Agreement for Website Hosting Services with Vizergy, Inc. for a Term Starting on or about August 1, 2021 and Ending on July 31, 2023 for a Not-to-Exceed Amount of \$22,620.

Recommendation: Authorize the Chair to Negotiate and Execute an Agreement for Website Hosting Services with Vizergy, Inc. for a Term Starting on or about August 1, 2021 and Ending on July 31, 2022.

Nancy Thome reported that the proposed direction was to enter into a separate agreement for web-hosting services. Vizergy provides the services and has worked closely with Lotus Marketing, Inc. before on other projects.

A motion was made by Member Carr, seconded by Member Lentz, to authorize the Chair to negotiate and execute an agreement for Website Hosting Services with Vizergy, Inc. for a term starting on or about August 1, 2021 and ending on July 31, 2023 for a not-to-exceed amount of \$22,620. Motion passed (unanimously 5-0).

10. Discussion and Action on Recruiting Costs for Sales Manager Position Not-to-Exceed \$1,000.

Dan Fenton suggested the Board move forward with the hiring of the two sales manager positions to keep moving forward on the sales efforts. The two positions would be hired as DMO staff and not as contractors. Dan suggested the positions be posted on MPI and DI, two industry sites. Nancy Thome added the recruitment costs are minimal enough that they could be absorbed in the budget. Dan Fenton indicated the position would be supported by Member Kelly's team, himself, and Chair Hodges.

Recommendation: Provide Direction on Proposed Recruitment Effort and Associated Expenses.

A motion was made by Vice-Chair Lentz, seconded by Member Carr, to approve the recruitment of the two sales manager and the associated costs not-to-exceed \$1,000. Motion passed (unanimously 5-0).

11. Update on the Convention Center Refresh Project.

Member Carr provide an update on the Convention Center Refresh Project:

- The notice to proceed was issued to the paint contractor and work will begin next week.
- A purchase order for flooring (carpet and polished concrete) was issued.
- The construction contractor bid was released and is due July 30.
- They are still planning to open October 1.

COMMITTEE CHAIR REPORTS

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 11:06 a.m. The next regular scheduled meeting is on August 19, 2021 at 3:00 p.m.