

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING – MINUTES**

July 15, 2021, 8:00 a.m.

Call to Order

Chair Hodges called the meeting to order at 8:02 a.m.

Roll Call

Present: 4 Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Brent Larkin, General Manager, Plaza Suites
Jon Siebring, General Manager, Biltmore Hotel

Absent: 7 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D’Agostino, Interim General Manager, Avatar Hotel
Joe Eustice, General Manager, Hilton Santa Clara (joined at 8:11 a.m.)
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:09 a.m.)
Alan Mass, General Manager, Hyatt House
Christopher Sullivan, General Manager, Marriott Santa Clara (joined at 8:09 a.m.)
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

Brent Larkin was introduced as the new general manager at the Plaza Suites. The Plaza Suites is hoping to open in October under a new national brand.

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Bethanie DeRose, JLL
Kelly Carr, Spectra
Christopher Hamilton, Levy
Ariel Alvero, Spectra
Elaine Rapajon, Levy
Jasmine Suchoski, Discover Santa Clara
Mark Evans, Marriott Santa Clara

Public Comments

There were no public comments.

Consent Calendar

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

1. Action on the Minutes of the Santa Clara Tourism Improvement District Advisory Board.
 - Regular Meeting – May 20, 2021
 - Regular Meeting – June 17, 2021

There was no action as a quorum was not met.

Consent Items Pulled for Discussion

None

General Business – Items for Discussion

2. Introduction of Discover Santa Clara Administrative Assistant Jasmine Suchoski.

Eron 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.

Justin Hart joined the meeting at 8:09 a.m.

Christopher Sullivan joined the meeting at 8:09 a.m.

Joe Eustice joined the meeting at 8:11 a.m.

A quorum was met.

The group took action on the Consent Calendar.

A motion was made by Christopher Sullivan, seconded by Joe Eustice, to approve the Consent Calendar. Motion passed unanimously (7-0).

3. Review of Discover Santa Clara Monthly Sales Progress Report for June 2021.

Dan Fenton provided an overview of the June progress report. The sales team has been working on consolidating information for reporting in the CRM, 50 new prospects were added and for P3-P5's, the team is almost at 80% of the goal for the number of prospects they want to be working on.

Joe Eustice indicated he would like to see the percent of prospect-to-tentative-to-definite month to month; the movement towards booking definites. Christopher Sullivan requested more information on whether prospects are reactive or proactive. Eron Hodges suggested a summary page be added to display the compilation of data on one slide.

Dan Fenton indicated that a new slide was added to the report to show lost business and more work will be done to categorize the reasons the business was lost. Joe Eustice and Eron Hodges indicated they would like to also know the amount of the potential TID and TOT contribution was on lost events.

4. Review of Lost Business and Future Bookings at the Santa Clara Convention Center.

Ariel Alvero and Elaine Rapajon shared a couple of examples of recently lost business. Attendees discussed strategies to prevent lost event and ways to improve communication between the

hotels and the Convention Center staff. The hotels also shared their desire to host the CCJW events in the future.

5. Update on the Santa Clara Convention Center Refresh Project

Kelly Carr reported the glass replacement project will be completed next week, the notice to proceed was issued to the paint contractor, the PO was issued for flooring, and a request for bid for the construction contractor was released.

General Updates

Eron Hodges reported the DMO will be working on hiring sales staff and the DMO is currently in contract negotiations with the marketing contractor.

Adjournment

The meeting adjourned at 9:25 a.m. The next regular scheduled meeting is on August 19, 2021 at 8:00 a.m.