

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

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**August 19, 2021 | 3:00 p.m.  
Virtual Meeting**

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**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:03 p.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 3:07 p.m.)  
Joe Eustice, Hilton Santa Clara (joined at 3:14 p.m.)

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

Dan Fenton introduced Juliet Vasquez. Juliet is a new member of the JLL Team and will be providing support on the CRM and reporting.

**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**

### **GENERAL BUSINESS – ITEMS FOR DISCUSSION**

1. Discussion and Action on the Proposed Amended and Restated Bylaws.

Recommendation: Approve the Proposed Amended and Restated Bylaws.

Pablo Barrera joined the meeting at 3:07 p.m.

Nancy Thome reported the DMO bylaws were updated to address the DMO's function as the owner's association for the TID and includes California Public Records Act and Brown Act requirements.

**A motion was made by Member Nader, seconded by Member Carr, to approve and the proposed Amended and Restated Bylaws. Motion passed (unanimously 6-0).**

Agenda Item 5 was moved to discuss earlier in the meeting.

Chair Hodges review the Phase One organization chart that was included in the packet. The DMO is in the process of recruiting for the two sales manager positions and indicated that hotel directors of sales will be involved in the hiring process.

Dan Fenton reported the positions have been posted on two websites, on Spectra's/Santa Clara Convention Center website and on the Discover Santa Clara LinkedIn page. They have received four initial responses which were screened down to three and they are now talking with potential candidates as part of the screening process. Chair Hodges indicated the DMO needs to start the ball rolling on the CEO position and may require edits to the job description; Searchwide Global is already engaged in the process.

Member Nadine requested clarity on who the sales manager will report to and asked if the DMO should bring someone in on an interim basis who is strong on the administrative side while recruiting goes on for the CEO. Chair Hodges indicated the sales managers will report to him, Dan Fenton, and Member Carr.

Secretary Eustice joined the meeting at 3:14 p.m.

Dan Fenton added that the DMO is in a different position than six months ago and the sales managers will have resources in place before they come on.

Member Carr reminded the members that a subcommittee was created in the past for recruitment and hiring and suggested the Board use the same subcommittee to assist with the sales managers and CEO position. The subcommittee consisted of Members Carr, Nader,

and Eustice.

**A motion was made by Member Carr, seconded by Treasurer Wandling, to: 1) Create the Organizational Hiring Committee for the purpose of updating the description for the CEO position and re-engaging with Searchwide, 2) Vet CEO candidates to recommend to the full Board, 3) Appoint Members Carr, Nader and Eustice and alternate Treasurer Wandling to the committee, and 4) Help support the recruitment efforts of the sales manager positions and utilizing the TID sales management team, make recommendations to the Board. Motion passed (unanimously 7-0).**

**2. FY 2020/21 and FY 2021/22 Budget Reporting Update.**

Treasurer Wandling reported that he, Dan Fenton, and Nancy Thome met with the accountant today. While there is work in progress, the goal is to get a financial report to the Board for the first quarter. Nancy Thome has been working with Chip Fugate to ensure there are also different reporting views for the Board.

Nancy Thome reported that Chip will be working on closing out FY 2020/21. She and Dan Fenton reviewed a Form 990 checklist for Chip in preparation for tax preparation due September 30.

**3. Sales Activity Update.**

Dan Fenton reported the sales team continue to prospect actively. There was an Economic Development, Communications and Marketing Committee yesterday where the team presented an update of Convention Center sales activity. It was received well by the Council committee members. The TID monthly reports go out by the end of the first week of the following month.

**4. Marketing Activity Update.**

Chair Hodges reported Lotus Marketing is officially on board and the team had a kick-off call with Lotus. They talked about efforts to collaborate to re-introduce Santa Clara and to put Santa Clara back on the map. Destination Advantage was officially given 30-day written notice and thanked for their efforts and support to Santa Clara over the last several years.

Dan Fenton reported they are looking to coordinate a Board session with Lotus to engage the Board in the branding process.

Treasurer Wandling offered to volunteer for any organizational work that needs to be done that would help with marketing and branding, and with the grand opening of the DMO.

**5. Discussion on Silicon Valley/Santa Clara DMO, Inc. Organizational Structure and Update on Sales Manager Recruitment Efforts.**

This item was discussed earlier after Agenda Item 1.

### **COMMITTEE CHAIR REPORTS**

### **GENERAL ANNOUNCEMENTS**

Chair Hodges reported there are hotels are seeing a slow-down in the greater Bay Area; however, the TID hotels have not seen any business fall off.

Vice-Chair Lentz reported they are working with vendors who can do mobile vaccination check as things are heading into the next phase. They are looking to get ahead of things, so they do not have to shut down.

Member Nader left the meeting at 3:51 p.m.

Vice-Chair Lentz left the meeting at 3:57 p.m.

### **ADJOURNMENT**

The meeting adjourned at 3:58 p.m. The next regular scheduled meeting is on September 16, 2021 at 3:00 p.m.