

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

August 19, 2021, 8:00 a.m.

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**Call to Order**

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

**Roll Call**

**Present: 4** Joe Eustice, General Manager, Hilton Santa Clara  
Peter Hart, General Manager, Embassy Suites  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Christopher Sullivan, General Manager, Marriott Santa Clara

**Absent: 7** Bridgette Burns, General Manager, TownePlace Suites by Marriott  
John D'Agostino, Interim General Manager, Avatar Hotel  
Justin Hart, General Manager, AC Hotel Santa Clara (joined at 8:09 a.m.)  
Brent Larkin, General Manager, Plaza Suites (joined at 8:04 a.m.)  
Alan Mass, General Manager, Hyatt House  
Jon Siebring, General Manager, Delta by Marriott  
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
Nancy Thome, City of Santa Clara  
Dan Fenton, JLL  
Bethanie DeRose, JLL  
Juliet Vasquez, JLL  
Kelly Carr, Spectra  
Christopher Hamilton, Levy  
Ariel Alvero, Spectra  
Elaine Rapajon, Levy  
Jasmine Suchoski, Discover Santa Clara  
Melissa Belluomini, Hyatt Santa Clara

**Public Comments**

There were no public comments.

Brent Larkin joined the meeting at 8:04 a.m.

**Consent Calendar**

*Matters listed in the Consent Calendar section will be considered routine by the Santa Clara Tourism Improvement District 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.*

**Consent Items Pulled for Discussion**

## **General Business – Items for Discussion**

### **1. Verbal Update on Discover Santa Clara Sales Activity.**

Dan Fenton provided an overview of the July progress report. The sales team continues to build the prospected database and 22 new prospects, 23 new tentatives and 14 new definites were added.

Joe Eustice reported he attended the Economic Development, Communications and Marketing Committee Meeting yesterday where council members asked for the return on investment and for more information on the definites. Eron Hodges asked if it was possible to get more of a breakdown for the definites; how many are P1, P2, etc. and a comparison of hotel versus Center impact. Dan Fenton indicated he will have a sample reporting packet to share that will have some of this information included and the team is still working on developing the report. Dan Fenton added they continue to look at business mix and the goal is to see growth in the P1 and P2 areas. Currently there are no P1 or P2 definites.

Eron Hodges asked what reasons were included in the 25% of lost business. Bethanie DeRose indicated that more categories were added so 'other' will decrease. One usual reason it is placed in 'other' category is because the client did not disclose a reason.

Eron Hodges asked the sales team if they are seeing a slow down in events or interest due to the Delta variant. Kelly Carr indicate they are not seeing a slow down at the Convention Center; however, anticipate that they may see a few groups drop off the calendar. Elaine Rapajon shared she is seeing that corporate groups are decreasing in size but are still moving forward with events and they are still seeing good leads.

Eron Hodges reported that in his communication with sister hotels, they are seeing cancellations for September and October and stated that more than ever, the teams need to be more aggressive and competitive; the challenge is ADR and not just overall occupancy.

Dan Fenton reported there is an active recruitment process for sales managers that will focus on strictly on P1 and P2 business. Additionally, there will be opportunity for hotel DOS to participate in the interview process.

### **2. Verbal Update on Discover Santa Clara Marketing Activity.**

Dan Fenton reported the DMO has formally secured a marketing firm.

Jon Siebring joined the meeting at 8:29 a.m.

Dan Fenton added that he hopes to have the marketing firm come to a future meeting and present. He reiterated the marketing firm will be focused on group decision makers.

Eron Hodges reported the DMO will also develop a new platform for Discover Santa Clara. This is a new website platform as they move away from Visit Santa Clara.

Jon Siebring reported the Delta by Marriott will be opening September 15 and that he will be retiring towards the end of October.

**3. Discussion on Discover Santa Clara Monthly Reporting Packet for the Santa Clara Tourism Improvement District.**

Juliet Vasquez reported a draft monthly reporting packet has been put together for the TID to review. The reporting packet will consist of 1) Monthly Summary Report (as seen earlier with prospect, tentative and definite numbers); 2) Lost Business Report; 3) Lead Production Report; 4) Pace Report (this will help to identify how the Center is pacing with historical data); and 5) Convention Center Calendar.

It was agreed upon by the group that monthly reporting packets would be distributed the first Friday of the month with follow-up discussion at the internal monthly meetings.

**General Updates**

Brent Larkin reported his hotel is still working on the brand and are looking at opening in Q1 of calendar year 2022.

Joe Eustice reported the Hilton has been back open for one week. They are seeing about the same occupancy. The Hilton was closed for a total of 571 days.

Kelly Carr reported they are in the process of carpeting and painting project. There have been some challenges they are working through. The first event at the Center is October 4.

Assistant City Manager Shikada thanked Joe Eustice for attending the Economic Development, Communications and Marketing Committee Meeting where he represented both the TID and the DMO. The Convention Center sales activity was presented to the council members and was well received by the Committee.

**Adjournment**

The meeting adjourned at 8:54 a.m. The next regular scheduled meeting is on September 16, 2021 at 8:00 a.m.