



**BOARD OF DIRECTORS REGULAR MEETING
MINUTES
September 16, 2021 | 3:00 p.m.**

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://zoom.us/j/94755000541>
Meeting ID: 946 9477 5364 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 3:13 p.m.

ROLL CALL

Present: Pablo Barrera, I.B.T Local Union 853
Kelly Carr, Spectra Venue Management
Joe Eustice, Hilton Santa Clara
Eron Hodges, Hyatt Santa Clara
Nadine Nader, City of Santa Clara
Leo Wandling, I.A.T.S.E Local Union 134

Absent: Catherine Lentz, Forty-Niners Stadium Management Company

A quorum of 6 was met.

Late: Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio) (joined at 3:18 p.m.)

Attendance: Nancy Thome, City of Santa Clara
Dan Fenton, Jones Lang LaSalle
Kenny Chouinard, Lotus Marketing Inc.

PUBLIC COMMENT

For public comment on items not on the Agenda that is within the subject matter jurisdiction of the Board.

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. There will be no separate discussion of the items on the Consent Calendar unless discussion is requested by a member of the Board, 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.

1. Action on the Minutes of:

- Discover Santa Clara Board of Directors – July 15, 2021
- Discover Santa Clara Board of Directors – August 19, 2021
- Organizational Hiring Committee – August 25, 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.

Aye: 6 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Member Nader, Treasurer Wandling

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the Board on any matter not on the agenda that is within the subject matter jurisdiction of the Board. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The Board or staff may briefly respond to statements made or questions posed and may request staff to report back at a subsequent meeting.

There were no presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Update and Discussion on the City of Santa Clara Proposed Transient Occupancy Tax Increase.

Chair Hodges reported that City Finance Director Kenn Lee attended the TID Meeting this morning and shared the City’s intent to increase the TOT. The hotels were collaborative and continue to support the City in its efforts. Measure E was approved up to 4% and Council has elected a 2% increase.

Member Shikada joined the meeting at 3:18 p.m.

Nancy Thome reported that Ballot Measure E passed in November 2020 and included up to a 4% increase. Staff presented to Council the recommendation of 2% in June 2020 as part of the budget process. Council at that time directed implementation for January 2022. The first reading of the proposed Ordinance will be September 28 at the Council Meeting. The second reading will take place 30 days later, sometime in early November. Assuming both readings pass, the official notice will be sent to the hotels for implementation of January 1, 2022 or another date if Council so chooses. All interested parties were encouraged to participate and provide public comments at the Council meeting.

3. Introduction of Lotus Marketing Team and Update on the Destination Branding Process.

Chair Hodges introduced Kenny Chouinard with Lotus Marketing.

Mr. Chouinard stated he will be the main point of contact for the marketing team and Lotus' role is to serve as a marketing department for Discover Santa Clara. Mr. Chouinard will be in the area during the second week of October. In the meantime, Mr. Chouinard will be reaching out to Board members as part of the discovery and research phase during the branding process.

Dan Fenton stated it would be great for Lotus Marketing to come back to a Board meeting and share what was learned.

4. Review of the Monthly Progress Report for August.

Recommendation: Note and File Monthly Progress Report for August.

Dan Fenton reported the goals on the progress reports need to be corrected and will be updated to reflect the goals that were established for the fiscal year. The sales team continues to track P1 – P5 and they have added some new events. New sales leaders will be added to the team at which point the numbers will accelerate. There were 19 new definites booked this month in the P3-P5 area, booked in the year for the year.

Member Carr indicated that groups are still calling and are still interested in having events. The team continues to review the lost business reports in efforts to truly understand the reasons an event may not book and to see if there are additional things the DMO can do.

Chair Hodges stated there continues to be good conversation with the reporting so it can be improved upon and invited members to provide any feedback to him directly.

A motion was made by Secretary Eustice, seconded by Member Carr to note and file the monthly progress report for August.

Aye: 5 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Member Nader

Abstain:1 Treasurer Wandling

5. Discussion and Action to Increase the Base Salary of One Sales Manager Position from \$90,000 to \$95,000 Annually.

Recommendation: Approve the Increase of One Sales Manager Position from \$90,000 to \$95,000 Annually.

Secretary Eustice reported they interviewed Anthony and talked among themselves to discuss health benefits, relocation costs, and salary.

Member Nader added that the meeting was noticed to discuss the addition of \$5,000; however, this amount had changed after the meeting was noticed. Member Nader suggested to re-notice this item so the Board can further discuss and provide a term sheet of what the committee discussed.

Chair Hodges suggested a Special Meeting be called to discuss this item.

A motion was made by Secretary Eustice, seconded by Member Nader to defer Agenda Item #5 for further discussion at a Special Meeting on September 20, 2021 at 9:00 a.m.

Aye: 6 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Member Nader, Treasurer Wandling

6. Discussion and Action on Payroll Funding Request to the City in the Amount of \$250,000.

Recommendation: Approve the Chair to Request a Transfer of Tourism Improvement District Funds from the City in the Amount of \$250,000 for Sales Manager Payroll.

Nancy Thome indicated the Board will need funds to request TID funds from the City for payroll in preparation for the hiring of the sales managers. The suggested amount of \$250,000 should be sufficient to support the two sales manager salaries and any additional payroll tax and costs for this fiscal year.

A motion was made by Member Carr, seconded by Secretary Eustice to authorize the Chair to request a transfer of Tourism Improvement District Funds from the City in the amount of \$250,000 for sales manager payroll.

Aye: 6 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Member Nader, Treasurer Wandling

7. Update on Temporary Administrative Assistant Position and Action to Change Temporary Position to Data Entry Clerk.

Recommendation: Approve the Hiring of a Temporary Part-Time Data Entry Clerk Based on the Immediate Needs of the Organization.

Nancy Thome reported that Jasmine Suchoski resigned from the temporary Administrative Assistant position. Jasmine had indicated that the database work was not the type of work she was interested in doing. With Jasmine's feedback on the position/work and an assessment of the priority work that needed to be completed at this time, both she and Dan Fenton agreed that it would benefit the DMO to look for a temporary staff with database experience and CRM background. To identify a candidate with the needed skill set, it was recommended to change the position to a part-time data entry clerk so the role would be

more in line with the actual tasks. This project was still expected to only go thru December. Any recommendations to extend the project timeline will be brought back to the Board.

A motion was made by Member Nader, seconded by Kelly Carr to approve the hiring of a temporary part-time Data Entry Clerk.

Aye: 6 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Member Nader, Treasurer Wandling

COMMITTEE CHAIR REPORTS

8. Nomination Committee

There was no update provided by this committee.

9. Organizational Hiring Committee

Secretary Eustice reported that there are other sales manager candidates that JLL is working thru.

GENERAL ANNOUNCEMENTS

Member Carr reported they just received notification today that the Convention Center received its GBAC certification. Member Carr expressed thanks to his staff member Augie who completed the process.

Treasurer Wandling requested for members to start thinking about how labour can help in creating Santa Clara to become the entertainment capital and how to keep the labour force involved in what the DMO is doing.

ADJOURNMENT

The meeting adjourned at 3:58 p.m. The next regular scheduled meeting is on October 21, 2021 at 3:00 p.m.