

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

October 21, 2021, 8:00 a.m.

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**\*COVID-19 NOTICE\***

*Pursuant to the provisions of California Governor's Executive Order No. N-29-20, issued on March 17, 2021, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://zoom.us/j/93299666565>, Meeting ID: 932 9966 6565 or by phone: 1 (669) 900-6833.*

**Call to Order**

Chair Hodges called the meeting to order at 8:08 a.m.

**Roll Call**

**Present: 5** Joe Eustice, General Manager, Hilton Santa Clara  
Justin Hart, General Manager, AC Hotel Santa Clara  
Peter Hart, General Manager, Embassy Suites  
Eron Hodges, General Manager, Hyatt Regency Santa Clara  
Sean Steenson, General Manager, Delta Silicon Valley

**Absent: 6** Bridgette Burns, General Manager, TownePlace Suites by Marriott  
John D'Agostino, Interim General Manager, Avatar Hotel  
Brent Larkin, General Manager, Plaza Suites  
Alan Mass, General Manager, Hyatt House  
Christopher Sullivan, General Manager, Marriott Santa Clara  
Ryan Turner, General Manager, Element Santa Clara

A quorum was not met.

**In Attendance**

Nancy Thome, City of Santa Clara  
Dan Fenton, JLL  
Juliet Vasquez, JLL

**Public Comments**

*Public comment for items not on the Agenda.*

There were no public comments.

**Consent Calendar**

*Items listed in the Consent Calendar section are considered routine by the Santa Clara Tourism Improvement District (TID) and will be adopted 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 TID, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered under Consent Items Pulled for Discussion.*

1. Action on the Minutes of:
  - Santa Clara Tourism Improvement District – July 15, 2021
  - Santa Clara Tourism Improvement District – August 19, 2021
  - Santa Clara Tourism Improvement District – September 16, 2021

**There was no action taken as there was no quorum.**

### **Consent Items Pulled for Discussion**

#### **Public Presentations**

*This item is reserved for persons to address the TID on any matter not on the agenda that is within the subject matter jurisdiction of the TID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The TID 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 public presentations.**

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

2. Introduction of Anthony Mancuso, Discover Santa Clara Sales Manager.

Chair Hodges introduced the new convention sales manager Anthony Mancuso. Chair Hodges also announced that the DMO hired Marwa Abubakr part-time to assist with data analytics.

3. Discussion and Action on the Dissolution of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara".

Chair Hodges reported that in 2018, the TID Board worked with Civitas to establish its own corporation when the Chamber decided that they would no longer provide convention and visitors bureau services. The purpose of Visit Santa Clara was for the same purpose as the DMO today. With the establishment of the current DMO, there is no longer a need for the corporation Visit Santa Clara, there is a process to dissolve Visit Santa Clara, and Nancy Thome will be working with Civitas on the process. It will cost approximately \$4,000 with Civitas, and filings will need to occur with the California Franchise Tax Board and IRS. Nancy Thome clarified that a plan of dissolution will be developed and presented to the TID hotels to take a vote. It was recommended a Special Meeting be scheduled to allow more time to discuss the dissolution.

4. Review of Discover Santa Clara's Monthly Progress Report for September 2021.

Dan Fenton reported on the sales activity for the month of September. Nancy Thome added that the July and August reports were updated to reflect the updates to prospect reporting and are included in the packet.

### **General Updates**

#### **Adjournment**

The meeting adjourned at 8:44 a.m. The next regular scheduled meeting is on November 18, 2021 at 8:00 a.m.