



**BOARD OF DIRECTORS ANNUAL MEETING  
MINUTES  
November 18, 2021 | 3:00 p.m.**

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*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/92615227440>  
Meeting ID: 926 1522 7440 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Vice-Chair Lentz called the meeting to order at 3:03 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  
Catherine Lentz, Forty-Niners Stadium Management Company  
Nadine Nader, City of Santa Clara  
Leo Wandling, I.A.T.S.E Local Union 134

Absent: Barb Granter, Great America  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio) (joined at 3:25 p.m.)

A quorum of 7 was met.

Attendance: Nancy Thome, City of Santa Clara  
Dan Fenton, Jones Lang LaSalle

**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 – October 21, 2021

Recommendation: Approve meeting minutes and note and file.

**A motion was made by Treasurer Carr, seconded by Member Nader, to approve the Consent Agenda.**

**Aye: 7** Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member 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 public presentations.

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

#### **2. Review of October 2021 Financial Report.**

Recommendation: Note and file October 2021 Financial Report.

Treasurer Carr stated that this report was just sent back to Chip due to a correction that needed to be made. The year-to-date and actual numbers reported in the top row were not correct. There was not a lot of activity. There are employee costs now with Anthony on board. October expenses totalled \$18,775.

Nancy Thome also reported that she just received revenue numbers for the first quarter TID assessment. The gross revenue is \$163,091.62. Per the Management District Plan, the City receives 2% of the gross revenue. The DMO's net revenue is \$159,829.79.

**A motion was made by Member Nader, seconded by Member Barrera to note and file the October 2021 Financial Report.**

**Aye: 7** Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

#### **3. Review of Monthly Progress Report for October.**

Recommendation: Note and file monthly progress report for October.

Dan Fenton provided an overview of October sales activity. There was increased prospect activity during the month. P1 and P2 prospects will be transitioned to Anthony. Dan acknowledged the great work Ariel and Elaine have done in prospecting for all event types.

Member Shikada joined the meeting at 3:25 p.m.

Treasurer Carr stated that groups are looking forward to gathering and are not really inquiring about cancellation options as they were for the first quarter. Chair Hodges added that hotels reported at the TID meeting held in the morning, that hotels are seeing significant growth and October is more of a transitional month.

**A motion was made by Treasurer Carr, seconded by Member Nader to note and file the monthly progress report for October.**

**Aye: 7** Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

4. Action on a Memorandum of Understanding with Spectra and Levy for the Purposes of Marketing and Advertising; the Appropriation of Funds from Spectra and Levy and Related Budget Amendment.

Recommendation: Approve and authorize the Chair to execute a Memorandum of Understanding with Spectra and Levy for the purposes of marketing and advertising, approve the FY 2021/22 budget amendment in the operating fund to recognize and appropriate revenue in the amount of \$66,000 to Marketing and Communications.

Nancy Thome reported that Spectra and Levy are making financial contributions to support the marketing contract with Lotus marketing. Spectra is contributing \$36,000 and Levy is contributing \$33,000. The MOU recognizes the financial contribution and Spectra's and Levy's ongoing participation in the overall branding and marketing process. The appropriation of this revenue will increase the overall operating budget by \$66,000. Secretary Eustice indicated it could be beneficial to approach Great America for a contribution for the next fiscal year.

**A motion was made by Member Nader, seconded by Secretary Eustice to approve and authorize the Chair to execute a Memorandum of Understanding with Spectra and Levy for the purposes of marketing and advertising, approve the FY 2021/22 budget amendment in the operating fund to recognize and appropriate revenue in the amount of \$66,000 to Marketing and Communications.**

**Aye: 6** Member Barrera, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

**Abstain:** 1 Treasurer Carr

5. Action on an Agreement with CPS HR Consulting for Human Resources Consulting Services not to Exceed \$30,000 for a one-year term December 1, 2021 thru November 30, 2022.

Recommendation: Approve and authorize the Chair to execute an Agreement with CPS HR Consulting for Human Resources Consulting Services not to exceed \$30,000 for a one-year term December 1, 2021 thru November 30, 2022.

Vice-Chair Lentz asked for further clarification on the fee structure. Nancy Thome stated that the hourly rate would depend on the specific project or activity and the level of expertise needed. The consultant would assign the appropriate level of staff (i.e., a staff analyst versus an executive manager).

Chair Hodges indicated that funds should be added to the budget for as needed for HR services. Nancy Thome indicated that if more funds are required, there would be Board action to amend the agreement to increase the contract amount and appropriate additional funds.

**A motion was made by Chair Hodges, seconded by Member Nader to approve and authorize the Chair to execute an agreement with CPS HR Consulting for Human Resources Consulting Services not to exceed \$30,000 for a one-year term December 1, 2021 thru November 30, 2022.**

**Aye:** 7 Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

6. Action on a Service Order with Smart City for Information Technology Services.

Recommendation: Approve and authorize the Chair to negotiate and execute a Service Order with Smart City for Information Technology Services.

Nancy Thome reported that she, Treasurer Carr, and Dan Fenton met with Smart City to clarify expectations for client support. There was an initial service order executed by the previous CEO and language has been updated to specify staff support and Smart City responsiveness.

**A motion was made by Treasurer Carr, seconded by Member Nader, to approve and authorize the Chair to negotiate and execute a Service Order with Smart City for Information Technology Services.**

**Aye:** 7 Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

7. Action on Amendment No. 1 to Extend Agreement with California People Search thru to June 30, 2022 for Part-time Data Entry Clerk.

Recommendation: Approve and authorize the Chair to execute Amendment No. 1 to extend Agreement with California People Search thru June 30, 2022 for Part-time Data Entry Clerk.

Nancy Thome reported that the agreement with California People Search expires at the end of December and this amendment would extend the agreement thru June 30, 2022.

**A motion was made by Member Nader, seconded by Treasurer Carr, to approve and authorize the Chair to execute Amendment No. 1 to extend Agreement with California People Search thru June 30, 2022 for Part-time Data Entry Clerk.**

**Aye:** 7 Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

8. Action on an Application for Silicon Valley/Santa Clara DMO, Inc. Credit Card.

Recommendation: Approve and authorize the Treasurer to apply for and manage a company credit card.

Treasurer Carr reported that the DMO is required to work with Microsoft directly for email and Microsoft Office and Microsoft requires a credit card to provide services. Treasurer Carr has provided his personal credit card and will be submitting for reimbursement. Treasurer Carr proposed that the DMO apply for a credit card specifically for situations like this. He indicated that a policy and SOP will be developed to address the usage of the credit card. Nancy Thome indicated there has also been occasions a City credit card was used to make DMO payments due to the short time needed for payment (i.e., Insurance payments) and the City would like to move away from this practice.

**A motion was made by Member Nader, seconded by Member Barrera, to approve and authorize the Treasurer to apply for and manage a company credit card.**

**Aye:** 6 Member Barrera, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

**Abstain:** 1 Treasurer Carr

9. Action on the Submission of Silicon Valley/Santa Clara DMO, Inc's Annual Internal Revenue Services (IRS) Tax Return for the FY 2019/20 Operating Year.

Recommendation: Approve and authorize Prosource Holding Company, Inc. dba Fugate Business Solutions to submit Silicon Valley/Santa Clara DMO, Inc's Annual Internal Revenue

Services (IRS) Tax Return for the FY 2019/20 Operating Year.

Nancy Thome stated that the submission of a tax return is currently included in Fugate's contract however, formal approval was being sought as Chip is currently preparing the tax return. Chip had applied for an extension and is currently working on the return.

**A motion was made by Member Nader, seconded by Chair Hodges, to approve and authorize Prosource Holding Company, Inc. dba Fugate Business Solutions to submit Silicon Valley/Santa Clara DMO, Inc's Annual Internal Revenue Services (IRS) Tax Return for the FY 2019/20 Operating Year.**

**Aye: 7** Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

**10. Discussion and Action on the 2022 Board of Directors Meeting Calendar.**

Chair Hodges reported that the TID meetings had been on the same date in the mornings and the hotels decided to move their meetings to the Tuesday after the DMO meetings (the fourth Tuesday of the month at 10:00 a.m.). Members were agreeable to keeping the same date and time for monthly Board meetings (the third Thursday of the month at 3:00 p.m.)

**A motion was made by Chair Hodges, seconded by Treasurer Carr, to approve the 2022 Board of Directors Meeting Calendar; meetings will take place the third Thursday of the month at 3:00 p.m.**

**Aye: 7** Member Barrera, Treasurer Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The meeting adjourned at 3:54 p.m. The next regular scheduled meeting is on December 16, 2021 at 3:00 p.m.