

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

November 18, 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/94067809556>, Meeting ID: 940 6780 9556 or by phone: 1 (669) 900-6833.*

**Call to Order**

Chair Hodges called the meeting to order at 8:04 a.m.

**Roll Call**

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

**Absent: 6** Bridgette Burns, General Manager, TownePlace Suites by Marriott  
John D'Agostino, Interim General Manager, Avatar Hotel  
Justin Hart, General Manager, AC Hotel Santa Clara  
Brent Larkin, General Manager, Plaza Suites  
Alan Mass, General Manager, Hyatt House  
Susan Garcia, Interim General Manager, Element Santa Clara

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
Nancy Thome, City of Santa Clara  
Dan Fenton, 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
- Santa Clara Tourism Improvement District – October 18, 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. Discussion and Action on the Dissolution of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara".

Chair Hodges indicated that the hotels need to have a formal vote to dissolve the corporation Visit Santa Clara. Silicon Valley/Santa Clara, DMO, Inc. has contracted with Civitas to assist with the process. This item will be revisited at a future meeting where there is a quorum.

3. Review of Discover Santa Clara's Monthly Progress Report for October 2021.

Dan Fenton provided an overview of October sales activity. There was a slight uptick in prospects and the sales team is currently working on six P1/P2 tentatives. They continue to look at the conversion rate which is 19% prospect to tentative. Chair Hodges added that the sales team is in the process of transferring P1s and P2s to Anthony.

Dan Fenton reported a new sales manager, Michael Baker, will be starting on December 3.

Member Eustice requested clarification on the difference between Spectra and Levy prospects. Dan Fenton indicated that Spectra and Levy focus on P3 thru P5s with Levy focused on social business. The DMO, Spectra and Levy all have goals related to prospecting.

Nancy Thome clarified that prospects number is the number of active leads and not who generated the lead. The prospect goal number is developed based on the number of active sales staff for each entity.

4. Discussion and Action on the 2022 Santa Clara Tourism Improvement District Meeting Calendar.

Nancy Thome reported she distributed a survey to the hotel general managers to get feedback for meeting date and time in 2022. Based on responses, Tuesdays, Wednesdays, and Thursdays after 10 a.m. worked best. It was also suggested hold TID meetings on a different day than the DMO meetings and after the DMO meetings. The 2022 meeting calendar is tentatively scheduled for the 4<sup>th</sup> Tuesday of the month at 10:00 a.m.

### **General Updates**

Chair Hodges announced that while Brent Larkin was unable to attend the meeting, he sent a text to share the news that his hotel has signed an agreement and will be opening at the end of January as the Hyattcentric Hotel.

### **Adjournment**

The meeting adjourned at 8:30 a.m. The next regular scheduled meeting is on December 16, 2021 at 8:00 a.m.