

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

December 15, 2021, 11:30 a.m.

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/99625170817>, Meeting ID: 996 2517 0817 or by phone: 1 (669) 900-6833.

Call to Order

Chair Hodges called the meeting to order at 11:33 a.m.

Roll Call

Present: 6 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
Christopher Sullivan, General Manager, Marriott Santa Clara

Absent: 5 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
Susan Garcia, Interim General Manager, Element Santa Clara

A quorum was met.

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara

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.

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

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

Chair Hodges reminded the hotels that the DMO is working with Civitas on a plan of dissolution for Visit Santa Clara since it is no longer necessary or a viable factor for their current efforts. The hotels had established Visit Santa Clara, with Civitas' support, in an effort to reestablish an avenue to continue destination sales efforts. Chair Hodges added that there are tax implications that need to be resolved and the need to focus efforts on Discover Santa Clara™.

A motion was made by Joe Eustice, seconded by Justin Hart, to move forward with the disestablishment of the corporation Visit Santa Clara. The motion passed unanimously 6-0.

Nancy Thome added that the plan of dissolution is being developed and will be brought back to the District for discussion and action when ready.

General Updates

Joe Eustice reminded the group that the TOT is going up 2% and is effective January 1. Chair Hodges added that he hoped that the hotels updated their systems for the change in the TID assessment to 1.5%.

Peter Hart asked about the status of Destination Advantage and the work that went on with Visit Santa Clara. Chair Hodges indicated that the TID does not own the rights to the site and are no longer working with Donovan. They have been working on a new site with Lotus Marketing and are currently in the branding process. Chair Hodges was hopeful that the new brand will be shared with the District in January.

Chair Hodges reported that the DMO now has two sales managers, and the initial goal is for each of them to achieve 30 prospects a month for P1s and P2s. Chair Hodges meets with the sales managers weekly to get prospect updates.

Adjournment

The meeting adjourned at 11:47 a.m. The next regular scheduled meeting is on December 16, 2021 at 8:00 a.m.