



**BOARD OF DIRECTORS REGULAR MEETING
AGENDA
December 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/93936100670>
Meeting ID: 939 3610 0670 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

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

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:

- Organizational Hiring Committee – September 8, 2021
- Organizational Hiring Committee – September 10, 2021
- Organizational Hiring Committee – September 13, 2021
- Organizational Hiring Committee – October 4, 2021
- Discover Santa Clara Board of Directors – November 18, 2021

Recommendation: Approve meeting minutes and note and file.

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.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

- 2. Introduction of Michael Baker, Sales Manager.**
- 3. Review of Monthly Progress Report for November 2021.**

Recommendation: Note and file Monthly Progress Report for November 2021.

4. Action on Amendment No. 1 to Exercise Term One to Extend Agreement with Prosource Holding Company, Inc. dba Fugate Business Solutions.

Recommendation: Approve and authorize the Chair to negotiate and execute Amendment No. 1 to exercise Term One to Extend Agreement with Fugate Business Solutions through December 27, 2023.

5. Action on the Submission of Silicon Valley/Santa Clara DMO, Inc's Annual Internal Revenue Services (IRS) Tax Return for the FY 2020/21 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 2020/21 Operating Year.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on January 20, 2022 at 3:00 p.m.

Please see COVID-19 NOTICE

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Kelly Carr, KCarr@discoversantaclara.org prior to the meeting.

Notice to Public:

The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendation; however, the Board of Directors may take action other than what is recommended.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), Silicon Valley/Santa Clara DMO, Inc. will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. Silicon Valley/Santa Clara DMO, Inc. will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in Silicon Valley/Santa Clara DMO, Inc. programs, services, and activities. Silicon Valley/Santa Clara DMO, Inc. will make all reasonable

modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by Silicon Valley/Santa Clara DMO, Inc. in an appropriate alternative format. Contact DSCAdmin@discoversantaclara.org with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of Silicon Valley/Santa Clara DMO, Inc., should contact Kelly Carr, KCarr@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS

**BOARD OF DIRECTORS MEETING
DECEMBER 16, 2021
AGENDA ITEM #1**

Discover Santa Clara
Organizational Hiring Committee
Meeting Minutes
September 8th, 2021

Call to Order

Kelly called the meeting to order at 2:45 p.m.

Roll Call

Present:

Kelly Carr
Nadine Nader

Other Attendees:

Dan Fenton

Absent Joe Eustice

A quorum was met.

General Business - Items for Discussion

1. Sales Candidate Recruitment Update

Dan reviewed the progress of the recruitment process. The committee discussed items including compensation, relocation and other potential terms of the candidate's employment for purposes of presenting a recommendation to the overall board.

Meeting Adjourned at 3:00 p.m.

Discover Santa Clara
Organizational Hiring Committee
Meeting Minutes
September 10th, 2021

Call to Order

Joe called the meeting to order at 1:30 p.m.

Roll Call

Present: Joe Eustice – Chair
Kelly Carr
Nadine Nader

Other Attendees:
Dan Fenton

A quorum was met.

General Business - Items for Discussion

1. Sales Candidate Recruitment Update

Dan reviewed the ongoing progress of the recruitment process. Dan presented the status of the candidate negotiations, including compensation, relocation and commute allowance requests.

The committee gave input and direction on the requested items and directed Dan to continue working through the negotiations and report back on progress.

Meeting Adjourned at 2:00 p.m.

Discover Santa Clara
Organizational Hiring Committee
Meeting Minutes
September 13th, 2021

Call to Order

Joe called the meeting to order at 10:00 a.m.

Roll Call

Present: Joe Eustice – Chair
Kelly Carr
Nadine Nader

Other Attendees:
Dan Fenton

A quorum was met.

General Business - Items for Discussion

1. Sales Candidate Recruitment Update

Dan reviewed the ongoing progress of the recruitment process. Dan presented the status of the candidate negotiations, including compensation, relocation and commute allowance requests.

The committee gave input and direction on the requested items and directed Dan to continue working through the negotiations and report back on progress.

Meeting Adjourned at 10:30 a.m.

Discover Santa Clara
Organizational Hiring Committee
Meeting Minutes
October 4th, 2021

Call to Order

Joe called the meeting to order at 8:30 a.m.

Roll Call

Present: Joe Eustice – Chair
Kelly Carr
Nadine Nader

Other Attendees:
Dan Fenton

A quorum was met.

General Business - Items for Discussion

1. Sales Candidate Review

Dan presented the status of the candidate recruitment for the second sales manager. Dan presented two potential candidates to the committee and shared resumes of both candidates.

The committee gave input on both candidates and directed Dan to set up interviews with each candidate.

Meeting Adjourned at 9:00 a.m.



**BOARD OF DIRECTORS ANNUAL MEETING
MINUTES
November 18, 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/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.



Santa Clara Convention Center

Monthly Sales Progress Report

November 2021

Updated: 12.9.21



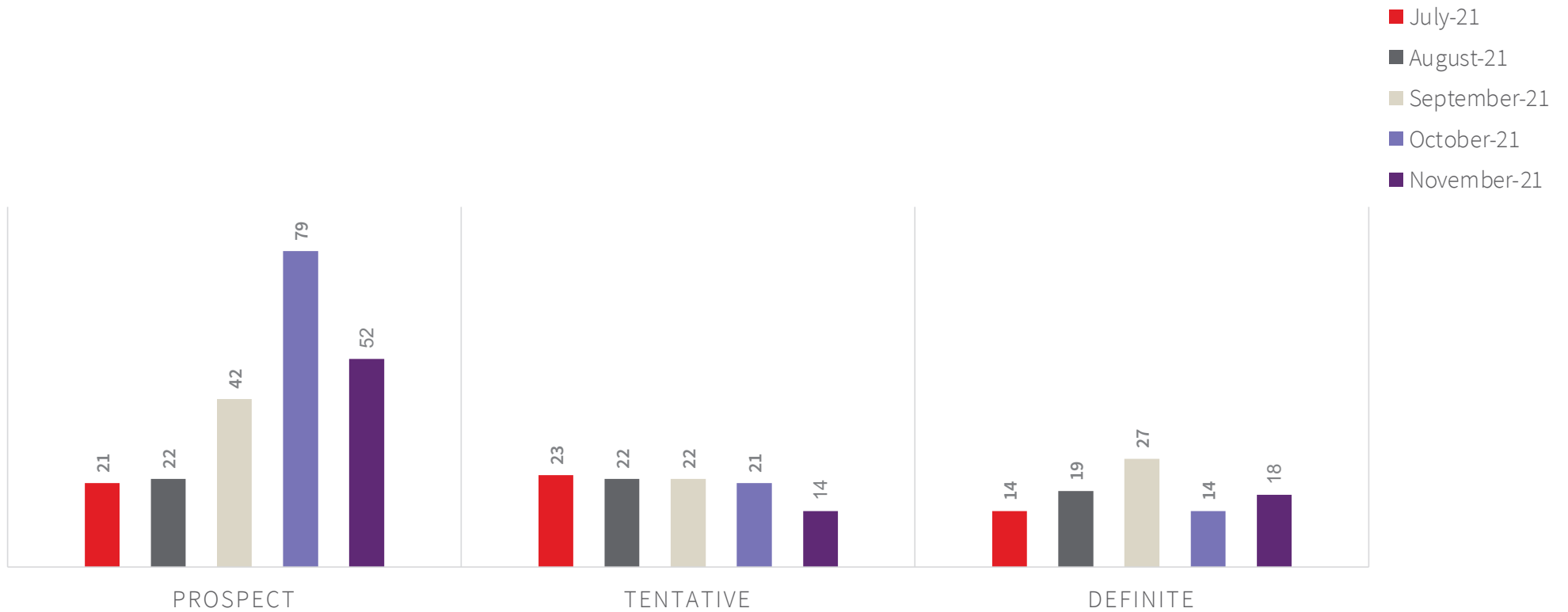
Sales Meeting Topics



Discussion Topics:

- Review monthly sales report
 - Monthly Lead Trends (NEW)
 - Prospect activity
 - Tentative conversion
 - Definite conversion
 - Lost events by reason
 - Pace to budget
 - Pace to booking goals

Monthly Lead Trends | FY 21-22



Monthly Totals by Event Type



	P1 - P2	P3 - P5
Current Active Prospects	76	421

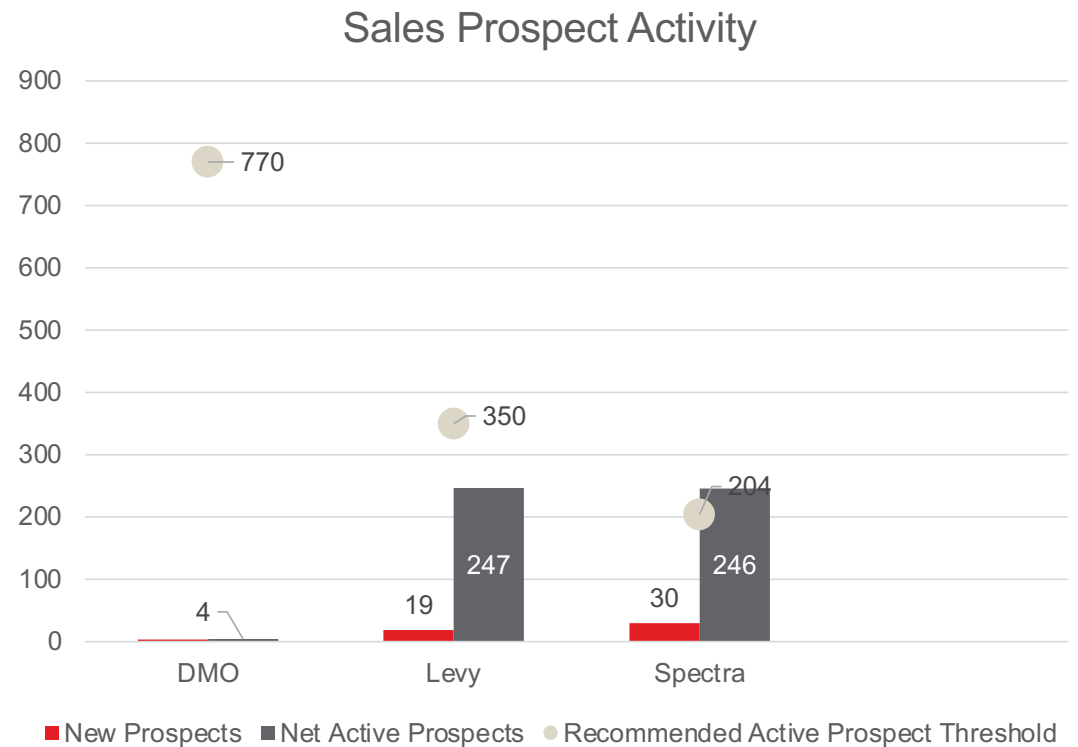
November	P1 - P2	P3 - P5
New Prospects	8	44
New Tentatives	0	14
New Definites	0	18

SCCC Sales Prospects



The sales teams across all partners added **52** new prospects for the SCCC in the month of November.

- There is a goal to maintain a certain level of sales activity.
 - Spectra = 204
 - Levy = 350
 - DMO = 770
- New prospects added represent:
 - Over 20,500 room nights and 44,276 attendees
 - \$1,093,736.70 in SCCC rental revenue
 - \$4,079,581 in SCCC F&B revenue
- Economic Impact
 - To be added for months going forward
- *Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.*



SCCC Sales Tentative Events

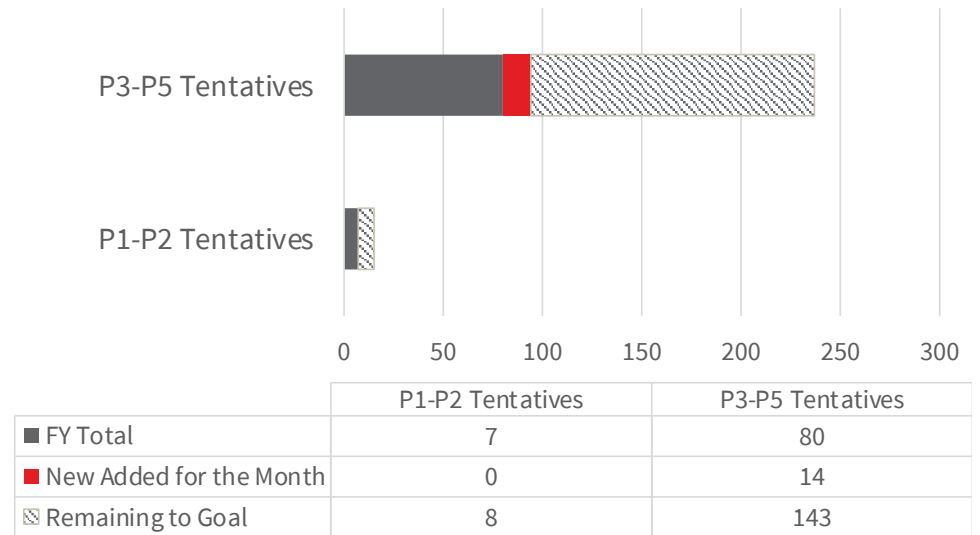


The sales teams across all partners added **14** new tentative events for the SCCC in the month of November.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **40%** of its overall annual goal
 - Spectra achieved 38% of 119
 - Levy achieved 46% of 119
- The DMO team has achieved **47%** of its annual goal
- The conversion rate from prospect to tentative YTD is **20%**
- Economic Impact
 - To be added for months going forward

** Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.*

Total Tentatives Funnel



SCCC Sales Definite Events

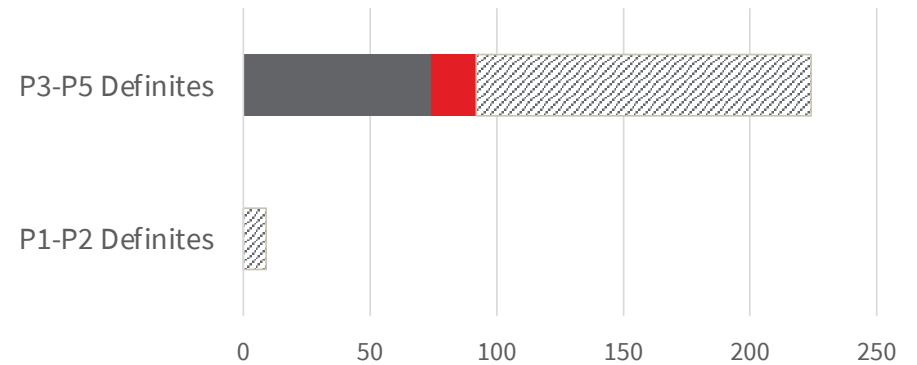


The sales teams across all partners added **18** new definite events for the SCCC in the month of November for future dates.

- The SCCC teams FY definite booking goal is **224**
 - Spectra’s goal is 30
 - Levy’s goal is 194
- The DMO FY definite booking goal is **9**
- The conversion rate from tentative to definite YTD is just over **18%**
 - Spectra booked 12
 - Levy booked 6
- Economic Impact
 - To be added for months going forward

* Note: DMO Activity is based on newly hired Sales Manager, that started in October 2021.

Total Definites Funnel



	P1-P2 Definites	P3-P5 Definites
■ FY Total	0	74
■ New Added for the Month	0	18
▨ Remaining to Goal	9	132

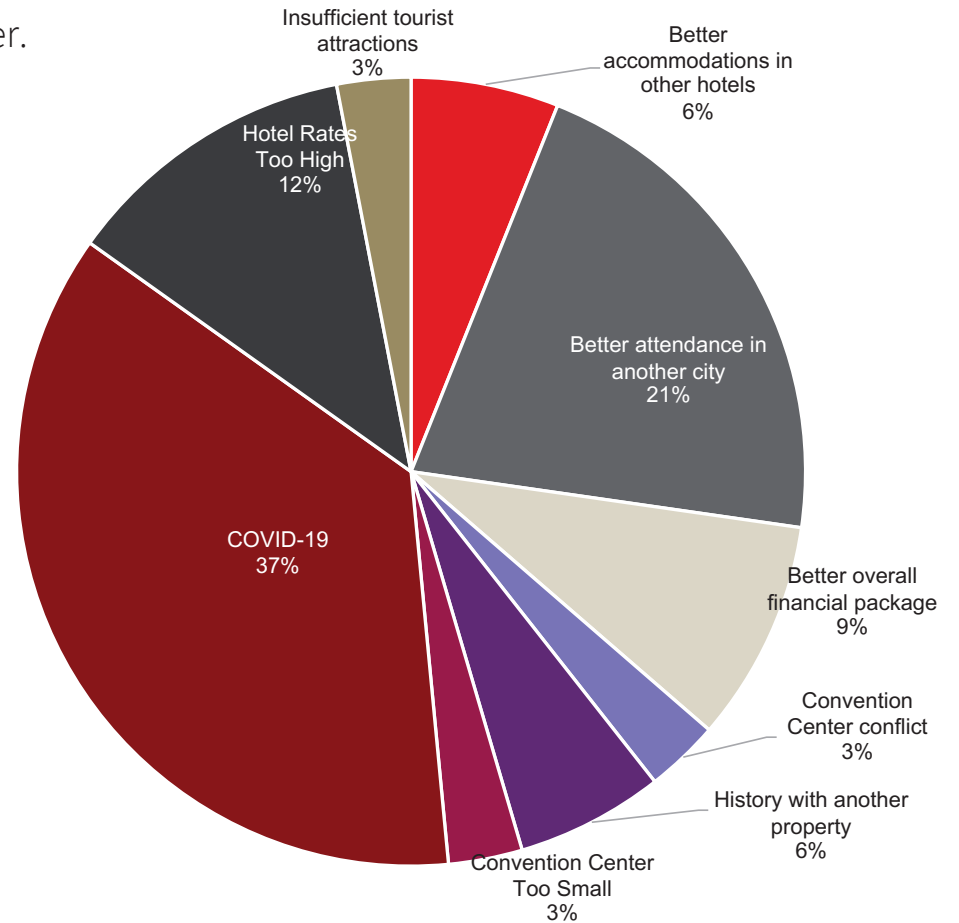
SCCC Sales Lost Events



There was 3 piece of lost business in the month of November.

- The events represented:
 - 2,680 room nights
 - \$511,930 in SCCC revenue (rental + F&B)
- Economic Impact
 - To be added for months going forward

Lost Business by Reason YTD

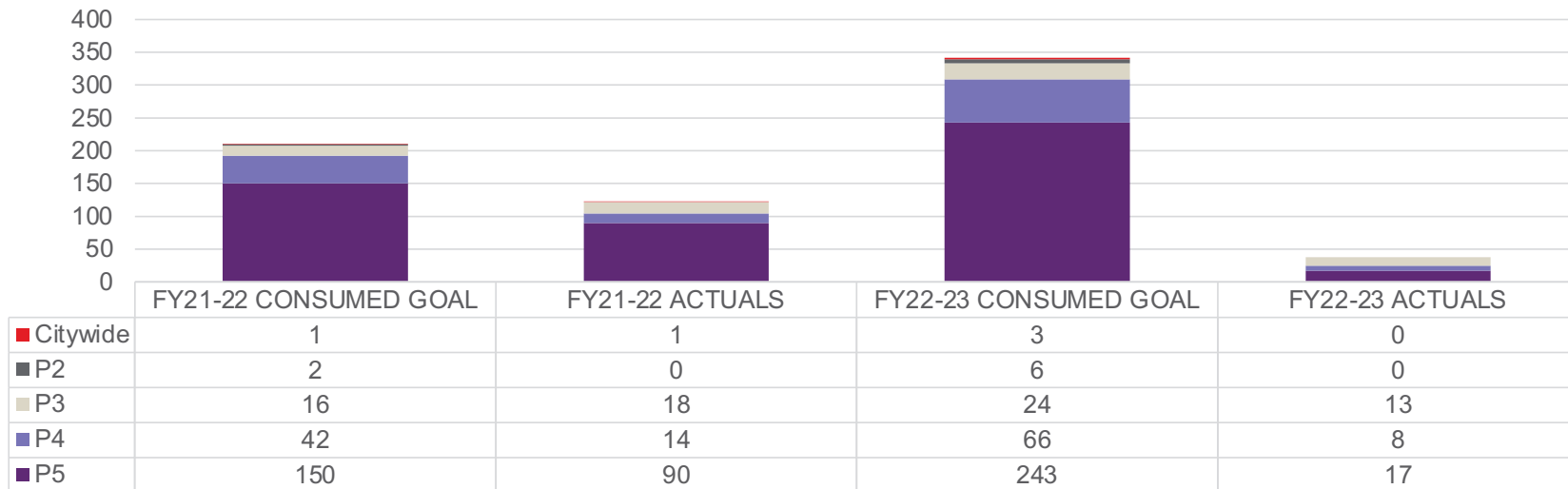


FY Budget Events (consumed in these FY)



Business Mix
 38% room night generating events FY21-22 Budget
 38% Room nights generating events FY22-23 Budget

FY Consumed Goals

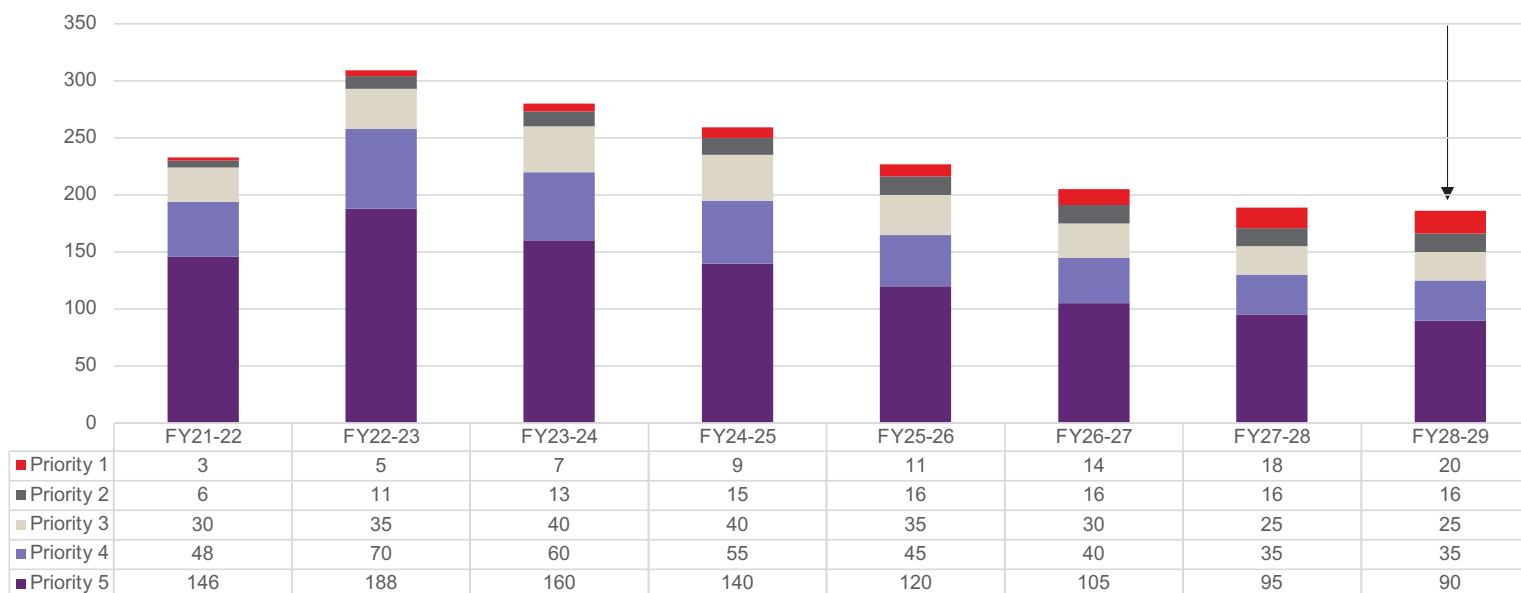


Event Mix Goal to Full Optimization



SCCC Event Mix Goal to Full Optimization

Full Optimization from here forward



**AMENDMENT NO. 1
TO THE AGREEMENT FOR SERVICES
BETWEEN
SILICON VALLEY/SANTA CLARA DMO, INC. AND
PROSOURCE HOLDING COMPANY, INC. DBA FUGATE BUSINESS SOLUTIONS**

PREAMBLE

This Agreement (“Amendment No. 1”) is entered into between the **Silicon Valley/Santa Clara DMO, Inc.**, a California non-profit mutual benefit corporation (the “DMO”) and **Prosource Holding Company, Inc. dba Fugate Business Solutions**, a Delaware State corporation, (“Contractor”). DMO and Contractor may be referred to individually as a “Party” or collectively as the “Parties” in this Agreement.”

RECITALS

- A. The Parties previously entered into an Agreement entitled “Agreement for Services Between the Silicon Valley/Santa Clara DMO, Inc. and Prosource Holding Company, Inc. dba Fugate Business Solutions, dated December 22, 2020 (“Agreement”); and
- B. The Parties entered into the Agreement for the purpose of having Contractor provide accounting/bookkeeping business system set-up, accounting/bookkeeping, and complete annual filing requirements, and the DMO hereby exercises its option to extend the term pursuant to Section 2.B. of the Agreement referenced above.

NOW, THEREFORE, the Parties agree as follows:

AMENDMENT TERMS AND CONDITIONS

1. Pursuant to Section 2.B. of the Agreement referenced above, the DMO hereby exercises Option Term One to extend the term of the Agreement. Option Term One begins December 28, 2021 and ends December 27, 2023.
2. Except as set forth herein, all other terms and conditions of the Agreement shall remain in full force and effect. In case of a conflict in the terms of the Agreement and this Amendment No. 1, the provisions of this Amendment No. 1 shall control.

The Parties acknowledge and accept the terms and conditions of this Amendment No. 1 as evidenced by the following signatures of their duly authorized representatives.

SILICON VALLEY/SANTA CLARA DMO, INC.
a California non-profit mutual benefit corporation

Dated: _____

ERON HODGES
Chair
5001 Great America Parkway
Santa Clara, CA 95050
Telephone: (408) 748-7095

“DMO”

PROSOURCE HOLDING COMPANY, INC. DBA FUGATE BUSINESS SOLUTIONS
a Delaware corporation

Dated: _____
By (Signature): _____
Name: Chip Fugate
Title: Owner
Principal Place of Business Address: 5201 Great America Parkway, Suite 320
Santa Clara, CA 95054
Email Address: chip@fugatebusiness.com
Telephone: (669) 999-2279
“CONTRACTOR”