



**BOARD OF DIRECTORS REGULAR MEETING
MINUTES
January 20, 2022, 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/94782127530>
Meeting ID: 947 8212 7530 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 3:04pm

ROLL CALL

Present: Kelly Carr, Spectra Venue Management
Leo Wandling, I.A.T.S.E Local Union 134
Pablo Barrera, I.B.T Local Union 153
Barb Granter, California's Great America
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Joe Eustice, Hilton Santa Clara
Nadine Nader, City of Santa Clara

A quorum of 6 was met.

Attendance: 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.

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

1. Action on the Delegation of Signing Authority to the Treasurer for Agreements, Amendments and Documents related to Employee Benefits Package not to exceed the Employee Benefits Package as previously approved by the Board.

Recommendation: Approve and delegate signing authority to the Treasurer for Agreements, Amendments and Documents related to Employee Benefits Package not to exceed the Employee Benefits Package as previously approved by the Board.

Chair Hodges provided background on the business purpose of this item and Treasurer Carr emphasized the importance of being able to quickly approve and process documents related to Employee Benefits Packages.

A motion was made by Member Granter, seconded by Vice Chair Lentz, to approve and delegate signing authority to the Treasurer for agreements, amendments and documents related to employee benefits package not to exceed the employee benefits package as previously approved by the Board.

Aye: 5 Member Barrera, Member Granter, Chair Hodges, Vice Chair Lentz, Member Wandling

Abstain: 1 Treasurer Carr

2. Action on Amendment No. 1 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara.

Recommendation: Approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara to extend the term through January 31, 2023.

Chairman Hodges provided background on this item and the purpose of executing Amendment No. 1 to the Sponsorship Agreement with the City of Santa Clara.

A motion was made by Member Wandling, seconded by Treasurer Carr, to approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara to extend the term through January 31, 2023.

Aye: 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice Chair Lentz, Member Wandling

3. Action on the Engagement Letter with Petrinovich Pugh & CO LLP to Prepare the Federal and Requested State Corporate Income Tax Returns for Visit Santa Clara for Tax Years 2018-2021.

Recommendation: Approve and authorize the Chair to execute the Engagement Letter with Petrinovich Pugh & CO LLP to prepare the Federal and requested State corporate income tax returns for Visit Santa Clara for tax years 2018-2021.

Member Wandling asked if there are any penalties associated with the process of preparing the Federal and State Corporate Income Tax Returns. Dan Fenton responded saying the vendor is looking into the fees and will do their best to minimize any potential fees associated with the action. Chairman Hodges mentioned that Civitas quoted the fees as anywhere from \$50 - \$150, pointing out they were estimating fairly low fees.

A motion was made by Treasurer Carr, seconded by Vice Chair Lentz, to approve and authorize the Chair to execute the Engagement Letter with Petrinovich Pugh & CO LLP to Prepare the Federal and Requested State Corporate Income Tax Returns for Visit Santa Clara for Tax Years 2018-2021.

Aye: 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice Chair Lentz, Member Wandling

4. Review of Monthly Progress Report for December 2021.

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

Dan Fenton provided an update on the monthly progress report. He discussed the positive activity for the "Prospect", "Tentative" and "Definite" categories. Fenton also touched on the page titled "Monthly Totals by Event Type," highlighting the importance of having Sales Managers to do outreach and place calls to build the list of prospects. Fenton highlighted the challenge of identifying P1 business and qualifying the leads which is a critical KPI for the DMO, Spectra and Levy.

Treasurer Carr mentioned the sales team is still working off of the interim booking policy and the latest COVID variant has had a major impact on the prospects and bookings. Chair Hodges discussed the importance of quickly establishing a new identity as Discover Santa Clara™ as in-person events start to return to Santa Clara, highlighting the value of brand recognition during the decision-making process.

Dan Fenton reminded the group that the DMO sales leaders are up and running and

working towards the goals and will need the Board's support.

A motion was made by Treasurer Carr, seconded by Member Granter, to note and file Monthly Progress report for December 2021.

Aye: 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice Chair Lentz, Member Wandling

GENERAL ANNOUNCEMENTS

Member Wandling mentioned the importance of the Santa Clara businesses working together to incentivize meetings and events to return to Santa Clara. Chair Hodges mentioned that the Board and the DMO will support any major events looking to book at Levi's Stadium and provide resources as needed.

ADJOURNMENT

The meeting adjourned at 3:35 p.m. The next regular scheduled meeting is on February 17, 2022 at 3:00 p.m.