



DISCOVER SANTA CLARA™  
BOARD OF DIRECTORS  
REGULAR MEETING MINUTES

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March 17, 2022

3:00 p.m.

Virtual Meeting

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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/94066612824>  
Meeting ID: 940 6661 2824 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:05 p.m.

**ROLL CALL**

Present: Kelly Carr, Spectra Venue Management  
Barb Granter, Great America  
Eron Hodges, Hyatt Santa Clara  
Leo Wandling, I.A.T.S.E Local Union 134  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:09 p.m.)  
Catherine Lentz, Forty-Niners Stadium Management Company  
Nadine Nader, City of Santa Clara

A quorum of 4 was met.

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

**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:**

- Discover Santa Clara™ Board of Directors – February 17,2022

Recommendation: Approve Meeting Minutes and note and file.

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

**Aye:**4 Treasurer Carr, Member Granter, Chair Hodges, Member Wandling

**Absent:**3 Member Barrera, Vice-Chair Lentz, Member Nader

## **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. Review of the FY 2021/22 Financial Status Report for the 2<sup>nd</sup> Quarter Ending December 31, 2021.

Recommendation: Note and file the FY 2021/22 Financial Status Report for the 2<sup>nd</sup> Quarter ending December 31, 2021.

Treasurer Carr reported that overall, the DMO was in a good position and the rolling forecast is subject to change. Additionally:

- There were three pay-periods in December which accounted for the salary variance.

Member Barrera joined the meeting at 3:09 p.m.

- One employee is currently subscribing to health benefits.
- Relocation expense was an unbudgeted expense in November.
- In November, there were higher legal fees.
- Under professional services, there was a Civitas expense which should have been posted to contingency funds, so some reallocations need to occur.
- Under fiscal services, some professional services expenses were posted there and needs to be adjusted.
- The rolling forecast is a summation of where the DMO sits as of December 31 and is based on the past months six months and projected expenditures.

**A motion was made by Member Granter, seconded by Member Wandling, to note and file the FY 2021/22 Financial Status Report for the 2nd Quarter ending December 31, 2021.**

**Aye:**5 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Member Wandling

**Absent:**2 Vice-Chair Lentz, Member Nader

3. Preliminary Review of the Proposed FY 2022/23 Operating Budget; and Discussion and Action on Potential Increase of the Santa Clara Tourism Improvement District Assessment to 2% for FY 2022/23.

Recommendation: Provide direction on the proposed FY 2022/23 Operating Budget and on the Santa Clara Tourism Improvement District Assessment.

Nancy Thome provided an overview of the first draft of the Proposed FY 2022/23 Operating Budget. Chair Hodges indicated he thought the director of sales position was not competitive and would like a comp. survey done. Dan Fenton indicated he would work with Searchwide on the comp. survey.

Chair Hodges supported the change to the administrative services manager position and wanted to see the administrative services manager and the CEO positions fully loaded in the proposed budget for hire to start in July. Additionally, Chair Hodges indicated he would like to move to the 2% TID assessment since the impact to the proposed budget was immaterial.

The Board requested the proposed budget be updated to reflect changes as discussed and a future meeting will be scheduled to review the updated proposed budget.

4. Overview of FY 2022/23 Sales & Marketing Plan.

Recommendation: Provide direction on the proposed FY 2022/23 Sales & Marketing Plan.

Dan Fenton highlighted features of the marketing plan which included the proposed events to attend and a client activation plan. Treasurer Carr requested that the sales team provide a description of each of the proposed events, so the Board knows what they are.

5. Action on Lotus Marketing, Inc. Invoice #1320 in the Amount of \$1,400.

Recommendation: Approve payment of Lotus Marketing, Inc. Invoice #1320 in the amount of \$1,400.

Treasurer Carr reported that the temporary website Lotus provided was not what was verbally promised, although looking at the brief specification in the agreement, Lotus met the simple term as written. Nancy Thome added that the internal team attempted to reach out to Lotus to further discuss this issue but were met by their comments to involve legal.

**A motion was made by Treasurer Carr, seconded by Member Wandling, to approve**

**payment of Lotus Marketing, Inc. Invoice #1320 in the amount of \$1,400.**

**Aye:**5 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Member Wandling

**Absent:**2 Vice-Chair Lentz, Member Nader

6. Action on an Agreement with ArightCo for Accounting Services for a Term Starting on or about March 21, 2022 and Ending on or About June 30, 2023 for a Total Maximum Not-to-Exceed Amount of \$19,375, Subject to the Appropriation of Funds, and to Execute up to Two Two-Year Terms.

Recommendation: Approve and authorize the Chair to negotiate and execute an Agreement with ArightCo for Accounting Services for a term starting on or about March 21, 2022 and ending on or about June 30, 2023 for a total maximum amount not-to-exceed amount of \$19,375, subject to the appropriation of funds, and to execute up to two two-year terms.

Dan Fenton reported that he and Nancy Thome met with this accounting firm a couple of times and felt that they would be a good fit for the DMO. Nancy Thome reminded the Board that they had approved another firm at the last meeting but unfortunately did not work out at the very last minute.

**A motion was made by Treasurer Carr, seconded by Member Barrera, to approve and authorize the Chair to negotiate and execute an Agreement with ArightCo for Accounting Services for a term starting on or about March 21, 2022 and ending on or about June 30, 2023 for a total maximum amount not-to-exceed amount of \$19,375, subject to the appropriation of funds, and to execute up to two two-year terms.**

**Aye:**5 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Member Wandling

**Absent:**2 Vice-Chair Lentz, Member Nader

7. Review of Monthly Progress Report for February 2022.

Recommendation: Note and file the Monthly Progress Report for February 2022.

Dan Fenton reported that the sales team continues to work on P1 and P2 prospects. Dan pointed out new information list on slide 5 where they added “research activity” to help show that there is on-going sales activity prior to a lead becoming a prospect.

## **GENERAL ANNOUNCEMENTS**

## **ADJOURNMENT**

The meeting adjourned at 4:27 p.m. A Special Meeting is scheduled for March 31, 2022 at 4:30 p.m. The next regular scheduled meeting is on April 21, 2022 at 3:00 p.m.