



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

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March 22, 2022

10:00 A.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, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://zoom.us/j/94286454233>  
Meeting ID: 942 8645 4233 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 10:01 a.m.

**ROLL CALL**

**Present: 6** Justin Hart, AC Hotel Santa Clara  
Peter Hart, Embassy Suites  
Eron Hodges, Hyatt Regency Santa Clara  
Margie Johnston, Hilton Santa Clara  
Sean Steenson, Delta Silicon Valley  
Christopher Sullivan, Marriott Santa Clara

**Absent: 5** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Kevin Hurley, Hyatt House  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara  
Nancy Thome, City of Santa Clara  
Dan Fenton, JLL  
Juliet Velazquez, JLL

**PUBLIC COMMENT**

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

**CONSENT AGENDA**

*Matters listed in the Consent Agenda section will be considered routine by the SCTID 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 SCTID, 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:

- Santa Clara Tourism Improvement District – February 22, 2022

**A motion was made by Chris Sullivan, seconded by Peter Hart to approve the Consent Calendar. Motion passed unanimously 6-0.**

**CONSENT ITEMS PULLED FOR DISCUSSION**

**PUBLIC PRESENTATIONS**

*This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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. Discussion on the potential increase of the Santa Clara Tourism Improvement District Assessment to 2% for FY 2022/23.

Chair Hodges reported that the current assessment is 1.5% and moving to 2% will get the TID to about \$15 on every \$100 hotel room rate which is at the middle of the pack of the comparable cities; Santa Clara will be just below LA and Sacramento. Chair Hodges added that the DMO looked at the impact to move up 0.5% and the financial impact is relatively small. Dan Fenton added that the graph comparison shows the out-the-door total which is what the planner usually asks for.

Chris Sullivan indicated that it is not showing the long-term stays and TOT on rooms for 30 days or more. He added that they are not competitive to receive airline contract stays because Santa Clara does not have a policy that allows for 'discount' of TOT for airline related stays. Chair Hodges indicated this was a different topic that can be reviewed and evaluation on a future agenda.

Chair Hodges clarified that historically when the TID was at a fixed \$1 per occupied room night assessment, since 2005, they only collected about \$700,00 annually and the City was subsidizing the difference. There has been an uptick as business continues to come back. Additionally, the recommendation was made to the DMO to go to 2% to catch up on the balance of funds. Moving to 2% will not be a material impact and the 0.5% increase will help to build funds to keep up with competitors.

Ruth Mizobe Shikada shared that last year, the City had a ballot measure where the voters approved to move the base TOT percentage up to 4%. Council proceeded with 2% and could raise an additional 2% but are not considering at this time. In November, there will be the option to renew the business tax structure for additional revenue.

Peter Hart indicated that it seemed to be the time to make the increase and have funds to support the effort to put back into marketing the destination.

Chair Hodges indicated that the DMO has been conservative with the budget but eventually will want to increase spend and resources for the destination. Chair Hodges shared they should move forward with the increase.

### 3. Review of Discover Santa Clara™'s Monthly Progress Report for February 2022.

Dan Fenton reported there are a couple of P1s and P2s prospects and they continue to work daily with the sales teams and their activity and how they can best be supported. Dan referenced slide 5 where they added research activity to demonstrate there is activity prior to it becoming a prospect. The DMO has also invested into additional resources and now have access to Knowland. Additionally, they will be upgrading their relationship with CVENT. Dan added that going back 5-10 years, there were no P1s on the calendar, and this effort is about uncovering new business. At the next meeting, JLL will have the marketing plan to share and would love to get feedback.

Chair Hodges shared that starting next week, they will have weekly meetings to review detailed weekly activity reports to increase accountability and support to sales team.

### **GENERAL ANNOUNCEMENTS**

Chair Hodges announced that Margie Johnston is joining the group. Margie is the current acting general manager for the Hilton and that she has supported the Hilton before, prior to Joe Eustice. Margie added that she was at the Hilton in 2018 for two months and her company helps with staffing needs.

Peter Hart announced that he is transferring with Hilton back to San Francisco. It is his last week in Santa Clara and there will be an interim manager assigned. Peter added that he has been in Santa Clara for four years and the TID has come a long way in the effort, and he has enjoyed his time working with the City and the Dan.

### **ADJOURNMENT**

The meeting adjourned at 10:28 a.m. The next regular scheduled meeting is on April 26, 2022 at 10:00 a.m.