



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
SPECIAL MEETING AGENDA

May 20, 2022

2:00 p.m.

Virtual Meeting

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://us06web.zoom.us/j/83461041372>
Meeting ID: 834 6104 1372 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:

- Discover Santa Clara™ Board of Directors – April 21, 2022
- Discover Santa Clara™ Board of Directors – April 28, 2022

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. Financial Services Updates and Revenue Report for Q3.**
- 3. Update on the FIFA 2026 Hotel Allotment Requests.**

4. Update on the FY 2022/23 Sales and Marketing Plan.
5. Update on Related Santa Clara Project.
6. Review of Monthly Progress Report for April 2022.

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

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on June 16, 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



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING AGENDA

DMO BOARD OF DIRECTORS
MAY 20, 2022
AGENDA ITEM #1

APRIL 21, 2022

3:00 p.m.

Virtual Meeting

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://us06web.zoom.us/j/86214072644>
Meeting ID: 862 1407 2644 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 3:04 p.m.

ROLL CALL

Present: Barb Granter, Great America
Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:07 p.m.)
Nadine Nader, City of Santa Clara
Leo Wandling, I.A.T.S.E Local Union 134
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

A quorum of 5 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.

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 – March 17, 2022

- Discover Santa Clara™ Board of Directors – March 31, 2022

Recommendation: Approve Meeting Minutes and note and file.

Member Barrera joined the meeting at 3:07 p.m.

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

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Action on an Agreement with Jovenville, LLC for Marketing Services for a Term Starting on April 25, 2022 and Ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 Subject to the Appropriation of Funds.

Recommendation: Approve and authorize the Chair to execute an Agreement with Jovenville, LLC for Marketing Services for a term starting on April 25, 2022 and ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 subject to the appropriation of funds.

Chair Hodges shared that the termination notice was served to Lotus. Nancy, Dan, and team have been in communication with Jovenville, LLC.

Vice-Chair Lentz asked if there was a procurement process to select the contractor. Nancy Thome indicated that while the DMO uses the City's procurement process as a guide, there is some flexibility. Jovenville is a vendor that is current with the City of Santa Clara and considering the need for the continuation of services, discussions were initiated with this vendor. Dan Fenton added that they have had good conversations with Jovenville and feel they will be very effective and have a good understanding of the DMO's target group. Secretary Hamilton added that they reviewed the contract to try to eliminate any grey areas that were there with Lotus.

Chair Hodges indicated he hear there were also implementation issues in that the project manager that was promised to the DMO was switched out at the last minutes. Nancy Thome confirmed that to be true.

A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz, to approve and authorize the Chair to execute an Agreement with Jovenville, LLC for Marketing Services for a term starting on April 25, 2022 and ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 subject to the appropriation of funds.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

3. Action on an Amended and Restated Funding Agreement with the City of Santa Clara for Staffing Services Ending on November 9, 2023 for a Total Not-to-Exceed Amount of \$75,000.00 Subject to the Appropriation of Funds.

Recommendation: Approve and authorize the Chair to negotiate and execute an Amended and Restated Funding Agreement with the City of Santa Clara for staffing services for a total not-to-exceed amount of \$75,000.00 subject to the appropriation of funds.

Chair Hodges introduced this item to allocate additional funds to support Nancy Thome's assistance to the DMO. Nancy Thome indicated that that the City has provided support to the Board since it's incorporation and with the addition of an Administrative Services Manager, the City is seeking for reimbursement for her time provide operational and managerial support effective April 1. Additionally, the contract date was extended by one year. Vice-Chair asked about funds to support this contract. Nancy Thome responded that the DMO has salary savings in the current budget to cover the costs and that costs were included in the proposed FY 2022/23 Operating Budget.

A motion was made by Vice-Chair Lentz, seconded by Member Granter, to approve and authorize the Chair to negotiate and execute an Amended and Restated Funding Agreement with the City of Santa Clara for staffing services for a total not-to-exceed amount of \$75,000.00 subject to the appropriation of funds.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

4. Discussion on the DMO FY 2021/22 Draft Annual Report.

Recommendation: Schedule Special Meeting in one week to finalize and approve FY 2021/22 Annual Report.

Dan Fenton reported that the annual report was reviewed for report requirements based on the Management District Plan. Dan indicated that Vice-Chair Lentz suggested to include lost business report and review other data that should be included. She was also curious to know how information gets shared with the Council. Nancy Thome indicated that updates are provided to the EDCM (Economic Development, Communications and Marketing) Council Committee comprised of Council Members Watanabe, Park and Becker. The EDCM occurs quarterly but the last several had been cancelled and is expected to resume in August. Nancy Thome will send the Board members a copy of the last presentation provided to the EDCM.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Carr, to update the Annual Report as discussed and to schedule a Special Meeting in one week's time to review.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

5. Review of Monthly Progress Report for March 2022.

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

Dan Fenton highlighted the sales prospects in the research queue. The focus has been on how they are doing that research work so they can see how to move them from research to prospect. There are approximately 128 groups in research status; 16 were added in March.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Carr, to note and file the Monthly Progress Report for March 2022.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

6. Discussion on Resuming In-Person Public Meetings.

Chair Hodges indicated that it could be time to start in-person meetings and asked members for feedback. Members agreed that in-person meetings could resume in May and Nancy Thome will send out the schedule requesting meeting host sites.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:08 p.m. The next regular scheduled meeting is on May 19, 2022 at 3:00 p.m.

DRAFT



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
SPECIAL MEETING AGENDA

April 28, 2022

3:00 p.m.

Virtual Meeting

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*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/89039744638>
Meeting ID: 890 3974 4638 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: Barb Granter, Great America
Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara

Absent: Pablo Barrera, I.B.T Local Union 853
Leo Wandling, I.A.T.S.E Local Union 134
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

A quorum of 6 was met.

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

PUBLIC COMMENT

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CONSENT ITEMS PULLED FOR DISCUSSION

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

1. Discussion and Action on the Final Draft of FY 2021/22 Annual Report.

Recommendation: Provide direction Final Draft of FY 2021/22 Annual Report.

Dan Fenton provided an overview of the final draft report. The changes the Board discussed at the last meeting and were incorporated.

Nancy Thome indicated that the item is tentatively on the June 7 City Council Consent Calendar. Board members were encouraged to attend and share public comments regarding the report.

A motion was made by Member Nader, seconded by Treasurer Carr, to approve the final draft of the FY 2021/22 Annual Report to present to City Council.

Aye:6 Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader

Absent:2 Member Barrera, Member Wandling

GENERAL ANNOUNCEMENTS

Nancy Thome announced that the Discover Santa Clara™ website was complete and ready to launch. She also asked that as Board Members have a chance to review, to send any proposed edits or corrections.

ADJOURNMENT

The meeting adjourned at 3:26 p.m. The next regular scheduled meeting is on May 19, 2022 at 3:00 p.m.



*Santa Clara
Convention Center*

Monthly Sales
Progress Report

April 2022

Updated: 05-10-22

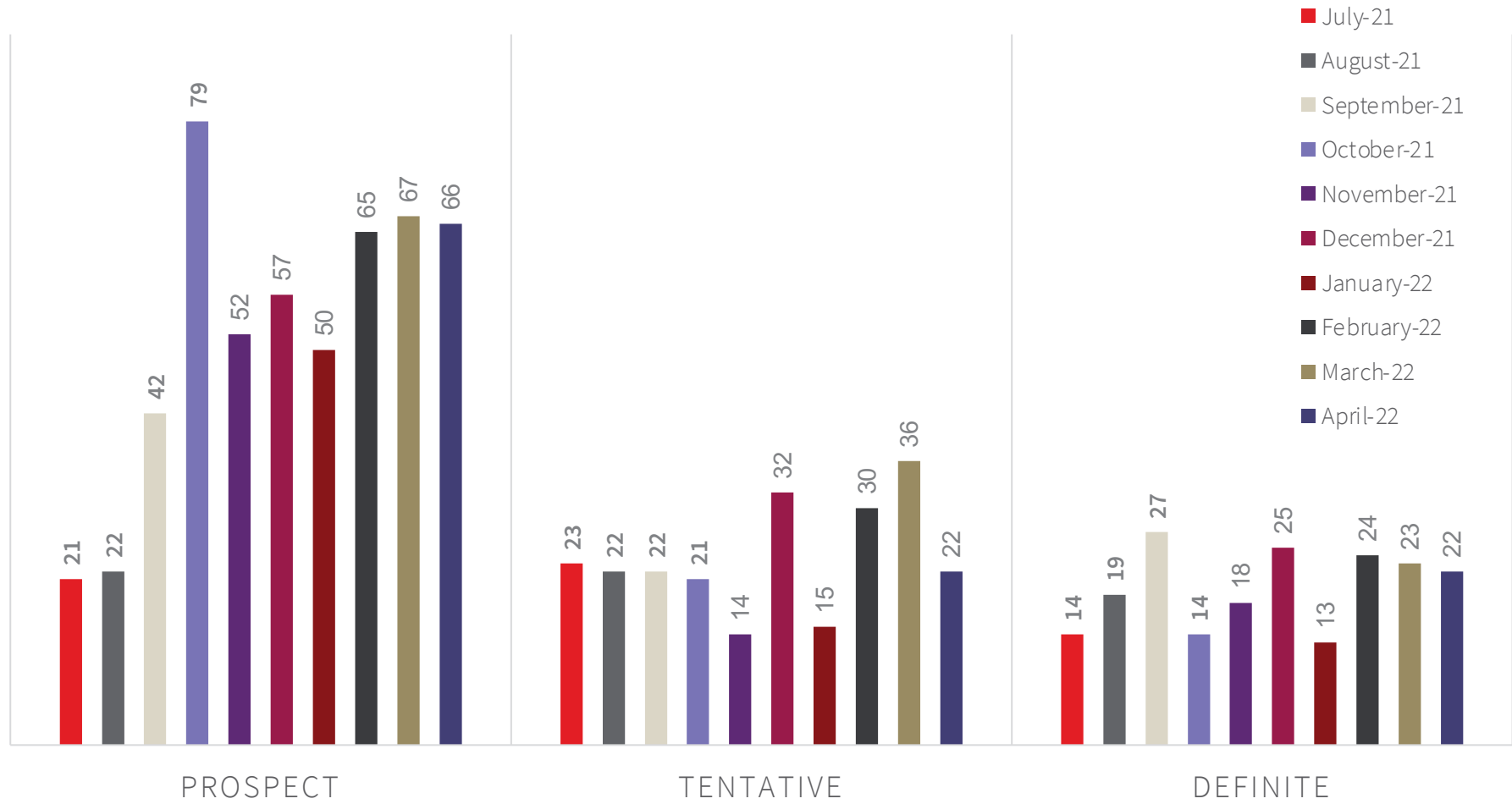


Sales Meeting Topics

Discussion Topics:

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

Monthly Lead Trends | FY 21-22



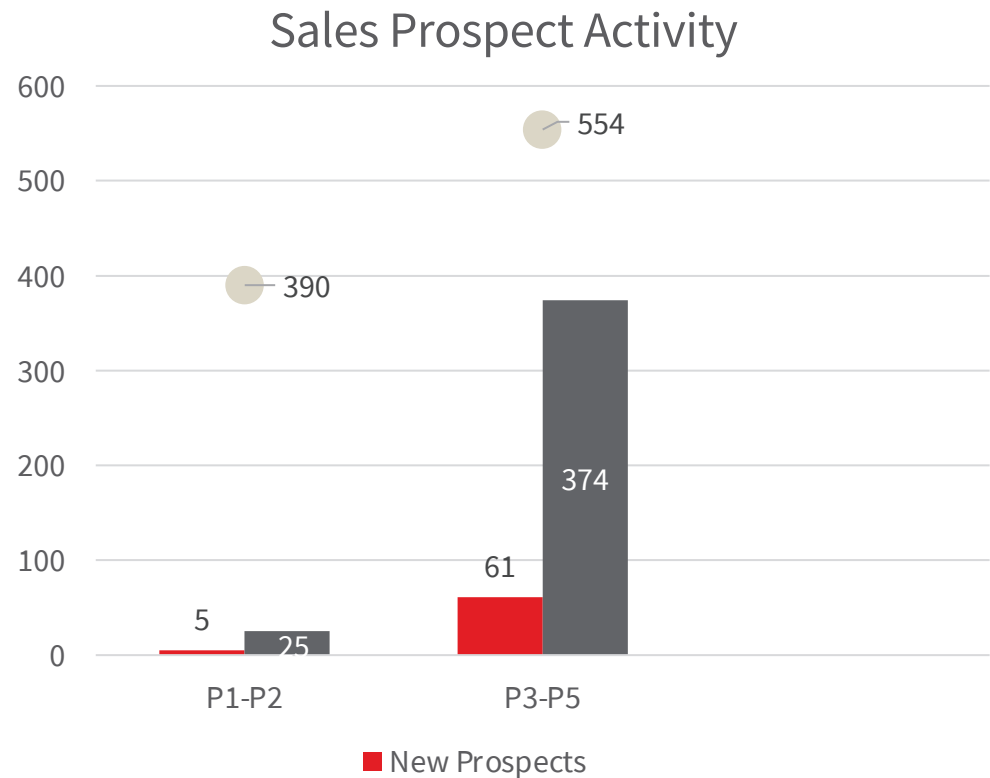
Monthly Totals by Event Type

	P 1 - P 2	P 3 - P 5
Current Active Prospects	25	374
April	P 1 - P 2	P 3 - P 5
New Prospects	5	61
New Tentatives	1	21
New Definites	0	22

SCCC Sales Prospects

The sales teams across all partners added 66 new prospects for the SCCC in the month of April, with an additional 52 being researched.

- Research Activity
 - Total: 176
 - New Added for the month: 52
- There is a goal to maintain a certain level of sales activity.
 - P1-P2 = **390 (current staffing levels)**
770 (proposed staffing levels)
 - P3-P5 = **554**
- New prospects added represent:
 - 29,707 room nights and 64,027 attendees
 - \$6,272,371.00 in Overall Projected Building Spend
- Economic Impact
 - \$30,621,027.64

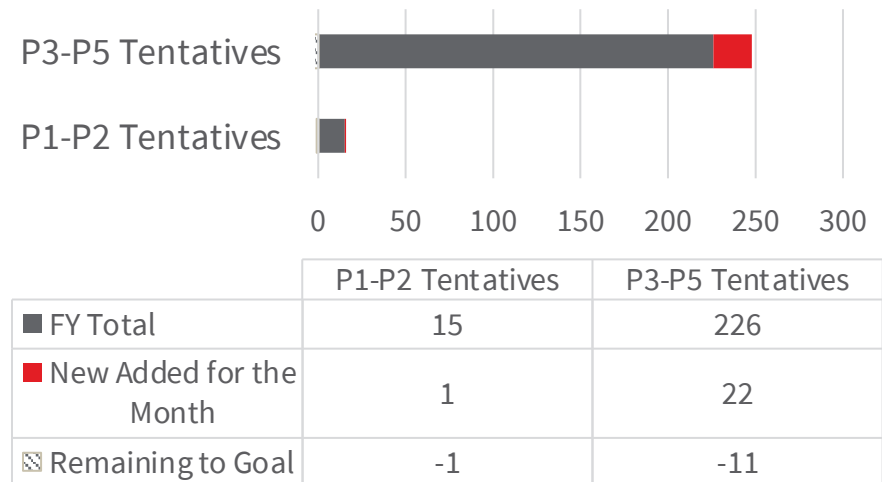


SCCC Sales Tentative Events

The sales teams across all partners added **22** new tentative events for the SCCC in the month of April.

- There is a goal to achieve **252** tentatives annually
- The SCCC team achieved **95%** of its overall annual goal
 - Spectra achieved 124% of 119
 - Levy achieved 66% of 119
- The DMO team has achieved **106%** of its annual goal
- The conversion rate from prospect to tentative YTD is **40%**
- Economic Impact
 - \$6,831,626.90

Total Tentatives Funnel

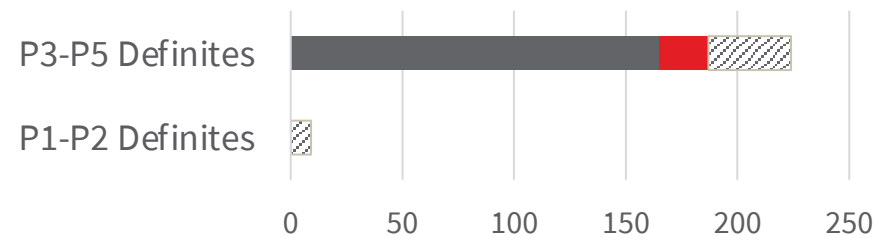


SCCC Sales Definite Events

The sales teams across all partners added **22** new definite events for the SCCC in the month of April 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 **8%**
 - Spectra booked 17
 - Levy booked 5
- Economic Impact
 - \$6,268,534.20

Total Definites Funnel



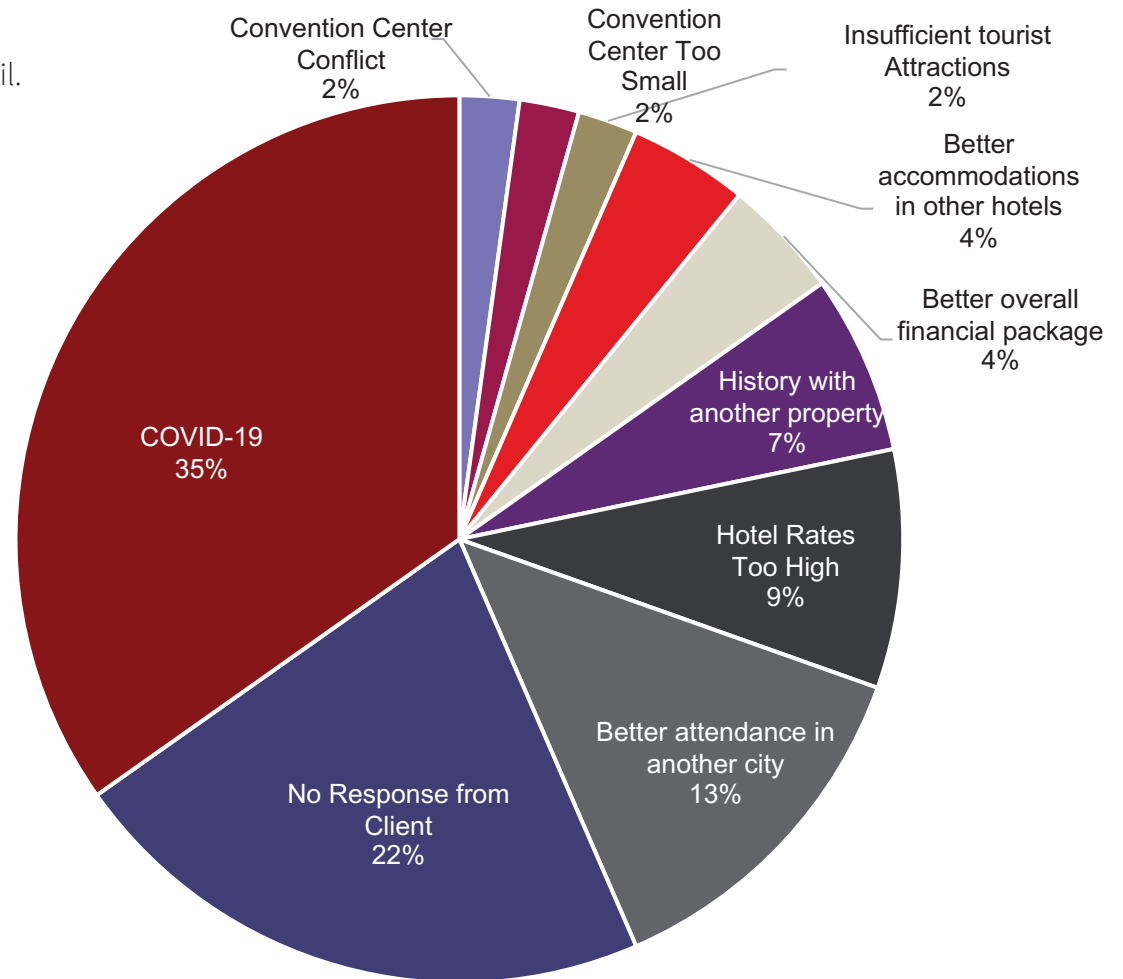
	P1-P2 Definites	P3-P5 Definites
■ FY Total	0	165
■ New Added for the Month	0	22
▨ Remaining to Goal	9	37

SCCC Sales Lost Events

There were 1 piece of lost business in the month of April.

- The events represented:
 - 250 requested rooms
 - P5 Weekend: (0 on peak + \$10k - \$49k)
- Economic Impact
 - \$357,744.15

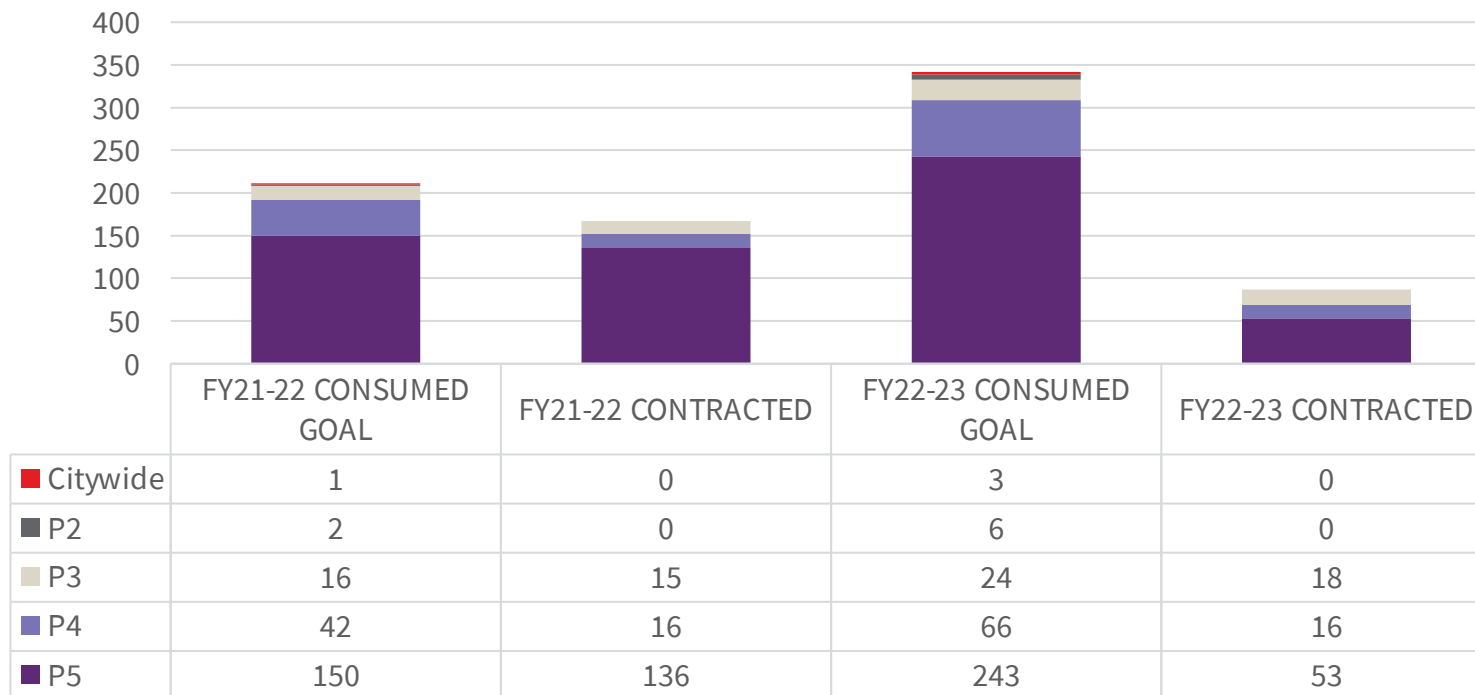
Lost Business by Reason YTD



FY Budget Events (consumed in this 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

