



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

June 16, 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/81070171260>
Meeting ID: 810 7017 1260 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: 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
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:36 p.m.)
Barb Granter, Great America
Leo Wandling, I.A.T.S.E Local Union 134 (joined meeting at 3:05 p.m.)

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 – May 20, 2022

Recommendation: Approve Meeting Minutes and note and file.

Member Wandling joined the meeting at 3:05 p.m. A quorum of 6 was met.

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

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

Absent:2 Member Barrera, Member Granter

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. Accounting Transition and Budget Update.

Treasurer Carr reported that they have meeting regularly with ArightCo and are getting the books situated for the year. Treasurer Carr will provide the annual financial report next month. He also acknowledged Nancy Thome for her work helping with AR.

3. Update on the Santa Clara Tourism Improvement District Assessment.

Chair Hodges reported that Nancy Thome sent out an email to everyone. The TID percent was on the Council Consent Calendar. Effective July 1, the TID assessment will move up to 2% and stay there.

Dan Fenton added that it was important to publicly thank Nancy and Ruth as there was a lot of behind the scenes work there in providing additional information to Council.

4. Action on an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and Requested State Corporate Income Tax Returns for Silicon Valley/Santa Clara DMO, Inc. for Tax Years 2019-2021.

Recommendation: Approve and authorize the Chair to negotiate and execute an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and requested State corporate income tax returns for Silicon Valley/Santa Clara DMO, Inc. for tax years

2019-2021.

Nancy Thome reported that Petrinovich Pugh & Co LLP is the same tax firm that completed the returns for Visit Santa Clara and the DMO is engaging them to complete the returns for the DMO. There was no letter in the packet as she did not receive in time however it would be very similar to the one that the Board had approved for the Visit Santa Clara returns.

A motion was made by Vice-Chair Lentz, seconded by Member Nader, to approve and authorize the Chair to negotiate and execute an Engagement Letter with Petrinovich Pugh & Co LLP to prepare the Federal and requested State corporate income tax returns for Silicon Valley/Santa Clara DMO, Inc. for tax years 2019-2021.

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

Absent:2 Member Barrera, Member Granter

5. Action on Amendment No. 2 to extend Agreement with California People Search Through December 31, 2022 and to Authorize Chair to Negotiate and Execute Subsequent Amendments to Extend as Needed.

Recommendation: Approve and authorize the Chair to negotiate and execute Amendment No. 2 to extend Agreement with California People Search through December 31, 2022 and authorize the Chair to negotiate and execute subsequent amendments to extend as needed.

Chair Hodges indicated that the DMO has been supported by Marwa and this action is to extend and amend the agreement to keep her on part-time.

A motion was made by Member Nader, seconded by Treasurer Carr, to approve and authorize the Chair to negotiate and execute Amendment No. 2 to extend Agreement with California People Search through December 31, 2022 and authorize the Chair to negotiate and execute subsequent amendments to extend as needed.

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

Absent:2 Member Barrera, Member Granter

6. Discussion and Action on the FY 2022/23 Sales and Marketing Plan.

Recommendation: Approve the FY 2022/23 Sales and Marketing Plan.

Dan Fenton reported they have made updates to the plan and there were no other significant changes. The plan lays out the program of work for the next fiscal year and they

will work with the marketing firm to implement including the determination to attend three trade shows and send eblasts. The first task is to work through the sales deck, and the firm has come back with their first suggestions on it. Treasurer Carr added that the firm is also helping with identifying the platform for social media. The firm is very strategic in their initial suggestions. For example, uses for LinkedIn version Instagram.

Chair Hodges asked if there is funding for 3D online touring capabilities of the Center. Dan Fenton indicated that there is none right now, but they can plan to include in the future. Nancy Thome indicated there was line-item funding included for marketing collateral in the FY 2022/23 Operating Budget that the Board approved.

A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz, to approve the FY 2022/23 Sales and Marketing Plan.

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

Absent:2 Member Barrera, Member Granter

Ruth Mizobe Shikada indicated a copy of the approved Plan will be forwarded to the City Council as it had been requested by a Councilmember.

7. Review of Monthly Progress Report for May 2022.

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

Dan Fenton reported an executive summary has been added to the report. The sales team submitted a P1 proposal and was short-listed. They have had a chance to submit and are now going through the next steps. Dan Fenton added there is opportunity to submit something to the review panel that represents Santa Clara. Secretary Hamilton added that they are trying to brainstorm a package which includes something to represent Santa Clara's agricultural and historical background with a technology perspective. Dan Fenton added that the Board will start seeing economic impact data moving forward reported monthly. They also continue to increase the number of groups in the research phase as found using the Knowland system.

A motion was made by Member Nader, seconded by Treasurer Carr, to note and file the Monthly Progress Report for May 2022.

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

Absent:2 Member Barrera, Member Granter

8. Marketing Activity Updates.

Member Barrera joined the meeting at 3:36 p.m.

Nancy Thome referenced the website activity report which was requested by the Board at the last meeting. The report was for the period January through May 31. Nancy indicated one RFP came in which was a marketing/design inquiry. Of the 50 referring domains, most referrals were from search gateways and from Searchwide. There were also referrals from the City of Santa Clara website and three from CVENT. Of the social network views, 96 were from LinkedIn and one was from Yelp. The top feeder market locations that viewed the webpage were from San José, Santa Clara, San Francisco, LA, and Chicago. Nancy also indicated that more detail data can be gathered depending on what the Board would like to see reported and how often. The Board agreed that a quarterly report on website activity would be sufficient.

9. Action on the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

There was no additional discussion on the performance plan.

Recommendation: Approve the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

A motion was made by Member Nader, seconded by Member Wandling, to approve the Group Sales & Marketing Incentive and Performance Plan & Goal Setting Process.

Aye:7 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Absent:1 Member Granter

GENERAL ANNOUNCEMENTS

Member Wandling announced congratulations on the FIFA 2026 selection.

Chair Hodges indicated that the Council case counts have decreased in the last week. Additionally, international travel no longer requires testing to return to the U.S.

Nancy Thome reminded the Board that next month's meeting is in person.

ADJOURNMENT

The meeting adjourned at 3:40 p.m. The next regular scheduled meeting is on July 21, 2022 at 3:00 p.m.