



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

July 21, 2022, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway, Room 209, Santa Clara, 95054

CALL TO ORDER

Chair Hodges called the meeting to order at 3:00 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
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
Barb Granter, Great America (joined meeting at 3:11 p.m.)
Nadine Nader, City of Santa Clara

A quorum of 5 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.

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 – June 16, 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:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nadar

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.

Margie from Hilton Santa Clara introduced herself and mentioned that she is an interim GM currently. She also wanted to take the moment to learn more about the Board Members.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Review of Preliminary Monthly Financial Report for June 2022.

Treasurer Carr reported that they have had the chance to work with ArightCo the last couple months. He also stated that next month he will have Hector and Sue from ArightCo join the meeting so that the team can meet them. It was mentioned that they are wonderful to work with and that they do a great. Treasure Carr also stated that overall, for the year, 47.5% of the budget was expended. The funds that are left over will be put back into the account.

Treasurer Carr reported that we do not have the information for the TID put together as there are still some outstanding invoices that need to be processed and we don't have the total from the TID funds but that it should be ready to present next month. \$676,000 was received in the third quarter in TID funds and \$200,000 was projected for the fourth quarter. Once the full number is received, an adjustment and journal entry will be made.

Chair Hodges mentioned how amazing it was that ArightCo was able to provide financial reporting so quickly.

Treasurer Carr also wanted to report that there are some negative numbers, with the large negative number associated to staffing which is due to Marwa. The position was not originally budgeted but it did end up working out as the DMO was not fully staffed with sales managers for the year and the DMO benefited from the support.

Dan Fenton mentioned that now the DMO is closing out this year, the DMO now should go into a planning mode of making sure that the DMO is spending the resources; Mainly focusing on marketing to drive more business to the destination.

Member Granter joined the meeting at 3:11 p.m. A quorum of 6 was met.

3. Discussion and Action on Instagram Account and Handle #discoversantaclara.

Recommendation: Provide direction on the Instagram account and handle #discoversantaclara.

Treasurer Carr reported that it is important as we build our marketing plan that we take ownership of anything that has our name on it and start to eliminate any confusion like "SantaClara.org," which takes you to Visit Santa Clara and is still under the Chamber and/or with Donovan from Destination Advantage. Treasurer Carr also offered his help to start reaching out to members of the Chamber to help move the process along.

Chair Hodges suggested that him and Treasurer Carr schedule a meeting with Christian with the Chamber.

4. Review of Monthly Progress Report for June 2022.

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

Dan Fenton discussed that another P1 (Airbnb) has signed the Santa Clara Convention Center contract and sales staff are now gathering hotel room blocks. Dan added that due to the reactive selling and the research done by the team, the DMO is seeing more movement on P1 and P2 opportunities in general. The research and prospecting that has been happening has shown to be successful as five new prospects have been added to the P1 and P2 prospect list as worthy potential groups to bring to Santa Clara.

Dan Fenton discussed the DMO Sales Manager recruitment that has been happening and mentioned that Kelly and he had a potentially promising conversation today with a well-qualified candidate for the position.

Vice-Chair Lentz mentioned that understanding there have been challenges gathering the P1 and P2's, there is still a big gap between the 390 prospects and where the DMO is currently compared to the goal. She asked if the 390 seems reasonable to consider with a Center like Santa Clara Convention Center.

Dan Fenton stated that the goals were made two years ago and at that time they felt there would be the ability to convert more than what is being converted. He also discussed that there has been consideration surrounding adjusting some of these goals, so goals aren't set where the Sales Managers won't be able to achieve. It has been learned that even getting something to a prospecting status has been a lot more difficult than what was first thought as there could be hundreds of groups in the research status but the conversion to prospects is a lot lower and it has shown to be more challenging.

Vice-Chair Lentz stated that her concern is that the DMO is grossly below hitting the goal and would be more comfortable if it is lowered as to have the ability to achieving it.

Dan suggested to have an action item for the next meeting to re-look at the prospecting goals.

Chair Hodges also stated that staffing should be considered as a key driver to the decrease in overall conversion rate; considering there isn't a strong sales force on staff right yet.

Dan Fenton stated that the overall Event Mix with the year over year pick up and a five-year goal at 20 P1's and 16 P2's should be adjusted. When comparing what had been established as the DMO goals for 21-22 and 22-23, Dan stated it's going to take the DMO longer to achieve that number of groups. Dan added that the goal is still to be a fully optimized building.

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

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

Absent:2 Member Barrera, Member Nader

5. Marketing Activity Updates

Treasurer Carr stated that the team has had continued meetings with "We the Creative." The team has helped put together a sales deck and the first finalized sales deck was sent to a potential client. As more photographs are taken in the city and at the Santa Clara Convention Center, the stock photos will be removed and replaced with photos that speak to Discover Santa Clara™. "We the Creative" has produced an e-blast that is currently under review with the group. The primary focus of the e-blast is to focus on the fact that Santa Clara is an easy venue/city to host an event (i.e., Pain Free.). Dan Fenton added that the primary objective is to ensure that the DMO is sending out one e-blast a month.

Chair Hodges suggested that once the e-blast is completed that it is sent to the Board for review before it is sent out.

ADJOURNMENT

The meeting adjourned at 3:33 p.m. The next regular scheduled meeting is on August 18, 2022 at 3:00 p.m.