



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
REGULAR MEETING AGENDA

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September 15, 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://us06web.zoom.us/j/85432669182>  
Meeting ID: 854 3266 9182 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:02 p.m.

**ROLL CALL**

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

Absent: Pablo Barrera, I.B.T Local Union 853 (joined at 3:04 p.m.)

A quorum of 7 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.*

There were no public comments.

Member Barrera joined the meeting at 3:04 p.m.

**CONVENE TO CLOSED SESSION**

1. Chief Executive Officer Appointment.

## **REPORTS OF ACTION TAKEN IN CLOSED SESSION MATTERS**

There was no reportable action taken in Closed Session.

## **SPECIAL ORDER OF BUSINESS**

### **2. Introduction of Administrative Services Manager, Beverly Corriere.**

Vice-Chair Lentz introduced the new Administrative Services Manager, Beverly Corriere. Beverly shared that she is an experienced non-profit administrator and had previously helped to build a start-up which is now five times its size. Beverly has her MBA with focus on non-profit management and she was part of the executive leadership team in her previous non-profit.

## **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.*

### **3. Action on the Minutes of:**

- Discover Santa Clara® Board of Directors – August 18, 2022
- Discover Santa Clara® Board of Directors – August 26, 2022

**Recommendation:** Note and file Meeting Minutes.

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

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

## **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**

### **4. Verbal Update from Treasurer Carr on the July 2022 Financial Report.**

Treasurer Carr reported that they have been working with ArightCo to fine tune the report.

The DMO had a good July, and they are well below the budget for the month.

5. Review and Action on the July 2022 Activity Report.

Recommendation: Note and file the July 2022 Activity Report.

Dan Fenton provided an overview of July activity:

- The KPI table will be included in the monthly reporting.
- Seven moved from research to prospect status.
- Dan, Kelly and Eron continue to meet weekly to discuss any groups that are surfacing.
- There has been on conversions in terms of definites.
- There has been some activity in research for P1s and P2s.

**A motion was made by Treasurer Carr, seconded by Member Barrera, to note and file the July 2022 Activity Report.**

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

6. Action on an Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a Term Retroactive to July 1, 2022 and Ending June 30, 2026.

Recommendation: Approve and authorize the Chair to execute an Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a term retroactive to July 1, 2022 and ending June 30, 2026.

Nancy Thome reported that this item was reviewed with the SCTID at its last meeting. Questions that arose from Chair Hodges regarding the balance of funds in the event of District disestablishment was discussed as outlined in the Code.

**A motion was made by Member Granter, seconded by Secretary Hamilton, to approve and authorize the Chair to execute an Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a term retroactive to July 1, 2022 and ending June 30, 2026.**

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Nancy Thome indicated next steps would include approval by City Council and the item would be placed on the Consent Agenda in October or early November.

7. Action on a Memorandum of Understanding with OVG 360 and Levy for the Purposes of Marketing and Advertising for a Term Retroactive to July 1, 2022 and ending June 30, 2024.

Recommendation: Approve and authorize the Chair to negotiate and execute a Memorandum of Understanding with OVG 360 and Levy for the purposes of marketing and advertising for a term retroactive to July 1, 2022 and ending June 30, 2024.

Nancy Thome reminded the Board that there was a current MOU with OVG and Levy for contributions to marketing efforts; OVG contributed \$36,000 and Levy contributed \$30,000. With the current MOU ending in November, this new MOU was developed in alignment to the fiscal year and confirmed OVG and Levy's financial commitment for the next two fiscal years.

**A motion was made by Member Nader, seconded by Vice-Chair Lentz, to negotiate and execute a Memorandum of Understanding with OVG 360 and Levy for the purposes of marketing and advertising for a term retroactive to July 1, 2022 and ending June 30, 2024.**

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

8. Action on Proposed Revisions to the Current Cell Phone Policy.

Recommendation: Approve proposed revisions to the current Cell Phone Policy.

Nancy Thome reviewed the proposed revisions with the Board which came as a result of discussions with the HR consultant. Vice-Chair Lentz requested clarification that the policy and stipend were applicable to employees only which Nancy confirmed.

**A motion was made by Member Nader, seconded by Treasurer Carr, to approve the proposed revisions to the current Cell Phone Policy.**

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

9. Action on the Purchase of Customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the Amount of \$2,520.00.

Recommendation: Approve the purchase of customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the amount of \$2,500.00.

Nancy Thome noted that the amount in the recommendation should be \$2,520.00 and not \$2,500.00. She added that this item was approved by the Board last month but only in the

amount of \$2,500.00. Once the application and draft invoice was received, the amount was \$20.00 more than the Board approved amount.

**A motion was made by Secretary Hamilton, seconded by Vice-Chair Lentz, to approve the purchase of customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the amount of \$2,520.00.**

**Aye:**8 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

#### **10. Marketing Updates.**

Dan Fenton reported that there have been some important milestones achieved. Everything going out has the new look and feel of the approved brand direction. There is a template they can show the Board at the next meeting. Work is being done with the marketing firm to improve the look and feel of the website and progress has been made on the direct marketing and google ads piece. Nancy Thome added that she has obtained access to Facebook and should have access to Instagram in the coming weeks.

Chair Hodges indicated that he will be scheduling a call with Christian (at the Chamber) regarding the VSC website and getting it removed.

#### **GENERAL ANNOUNCEMENTS**

#### **ADJOURNMENT**

The meeting adjourned at 3:55 p.m. The next regular scheduled meeting is on October 20, 2022 at 3:00 p.m.