



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
REGULAR MEETING AGENDA

October 20, 2022, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway, Great America Ballroom J
Santa Clara, CA 95054

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.

SPECIAL ORDER OF BUSINESS

1. Introduction of Chief Executive Officer, Christine Lawson.

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.

2. Action on the Minutes of:

- Discover Santa Clara® Board of Directors – August 18, 2022 (Revised)
- Discover Santa Clara® Board of Directors – September 15, 2022
- Discover Santa Clara® Board of Directors – October 12, 2022

Recommendation: Note and file Meeting Minutes.

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

3. Action on Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo, Inc. Increasing Compensation to a Not-to Exceed Amount of \$36,371.00.

Recommendation: Authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo, Inc. increasing compensation to a not-to-exceed amount of \$36,371.00.

4. Action on Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors, Inc. Extending the Term of the Agreement to April 30, 2023.

Recommendation: Authorize the Chair to execute Amendment No. 1 to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors, Inc. extending the Term of the Agreement to April 30, 2023.

5. Action on the First Amendment to Consulting Services Agreement with CPS HR Consulting Extending the Term of the Agreement Through November 30, 2023.

Recommendation: Authorize the Chair to execute the First Amendment to Consulting Services Agreement with CPS HR Consulting Extending the Term of the Agreement Through November 30, 2023.

6. Review and Action on the August 2022 Activity Report.

Recommendation: Note and file the August 2022 Activity Report.

7. Website Performance Dashboard Report for FY 2022/23 Q1.

8. Marketing Updates.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The next regular scheduled meeting is on November 17, 2022 at 3:00 p.m.

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 Beverly Corriere, bcorriere@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 bcorriere@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 Beverly Corriere, bcorriere@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING MINUTES (REVISED)

DMO BOARD OF DIRECTORS
OCTOBER 20, 2022
AGENDA ITEM #2

August 18, 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/85044542767>
Meeting ID: 850 4454 2767 or by phone: 1 (669) 900-6833.*

Chair Hodges introduced City Manager Rajeev Batra. City Manager Batra shared a little bit of his background. He was the previous Public Works Director and served as the City Manager in 2017 when he retired. The City approached him to serve again in the role.

Chair Hodges requested an update on the Related Santa Clara project. Member Shikada reported that the project is continuing to move forward however there is still no ground-breaking. The ground-breaking will mostly likely not happen in the September-October timeframe and they are working through permitting. There will be an extensive public outreach process regarding the public space/park area as required by the Parks & Recreation Commission.

CALL TO ORDER

Chair Hodges called the meeting to order at 3:12 p.m.

ROLL CALL

Present: Pablo Barrera, I.B.T Local Union 853
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: Barb Granter, Great America
Nadine Nader, City of Santa Clara

A quorum of 6 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.

SPECIAL ORDER OF BUSINESS

1. Introduction of Marketing Team, Jovenville, LLC. dba We the Creative.

Dan Fenton reported that over the past several months, they have been working with Joven and his team. They will have some completed marketing items to show in the next month.

The marketing team introduced themselves:

- Joven Orozco President
- Andy Ruiz – Creative Director
- Jillian Martinez – Project Manager

Joven shared that they have been working on developing the pitch deck, marketing brochure, trade show box and will be working on an ad campaign.

Chair Hodges asked if there was a timeline established for deliverables. Dan Fenton responded that there was, and they can share with the Board when they are in play; a couple of items will be ready in the next few weeks. Chair Hodges added that it was important to be mindful of keeping the destination separate from the Convention Center. Treasurer Carr added that the destination marketing piece will be part of the long-term plan.

Joven indicated that for the social strategy, Instagram and Facebook will come into play. Facebook will be used to target specific event planner groups and for Instagram, they will plan on tapping into social influencers (i.e., wedding planners). They will also look at posts for leisure/travel component.

Vice-Chair asked about how often the strategies would be refreshed. Joven indicated they would follow what is successful and conduct A/B testing. The pitch deck will go to the sales team to review and use and as time goes on, they will determine if they need to pivot.

Member Wandling asked if there was a way to assess the collaborators by way of RSS feed. This could help communicate what is coming to Santa Clara (concerts, other events, etc) which could help to bring a client during those times. Joven liked the idea and will look further into how to implement.

2. Introduction of Accounting Team, ArightCo, LLC.

Treasurer Carr introduced the ArightCo team who has gotten the finances in shape in a short period of time:

- Sushama Chowdhury, Founder and Owner
- Hector Arreola, Senior Accountant
- Jasmine Mondal, Accountant

CONSENT AGENDA

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3. Action on the Minutes of:

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

Recommendation: Note and file Meeting Minutes.

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

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

Absent:2 Member Granter, Member Nader

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

4. Review of the FY 2021/22 Preliminary Year-End Financial Report.

Treasurer Carr reviewed the variances in the FY 2021/22 Preliminary Year-End Financial Report:

- The variance in Other was the relocation expenses for the sales manager which was an unbudgeted item.
- There was a higher City Administration Fee as a result of the larger TID assessment collected in the fourth quarter; the fee is 2% of the TID assessment collected.
- The website variance was due to a combination of costs related to Destination Advantage, Vizergy, Lotus and transition to Jovenville.
- The fiscal variance was due to a small increase in fiscal sponsorship costs and transition to ArightCo.
- The payroll variance considers the payroll expense through ADP, and

- The staffing services were costs related to part-time staff Marwa.

5. Review and Action on the FY 2021/22 Key Performance Indicators Year-End Report.

Recommendation: Note and file the FY 2021/22 Key Performance Indicators Year-End Report.

Dan Fenton reported that they continue to work on KPI reporting and they are getting better at tracking and showing the results.

- For Event Mix, there was a P1 on the books and somewhat COVID related, lost the client who ended up going to a different destination.
- There is 1 P1 booked into the future and no P2s booked yet.
- With 1 P1 booked, there are room nights associated.
- Reminder to the Board that they started with a very aggressive prospect goal and have since acquired tools to assist sales managers in this area.

Treasurer Carr requested that Dan take another look at the KPI-Number of Weeks Impacted. Treasurer Carr indicated that during the last week of June, there could have been one week impacted since there were events every day. Dan Fenton indicated they can review to see if the events that took place impacted at the level of a P1.

A motion was made by Vice-Chair Lentz, seconded by Member Wandling, to note and file the FY 2021/22 Key Performance Indicators Year-End Report.

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

Absent:2 Member Granter, Member Nader

6. Discussion and Action on Proposed Revision to FY 2022/23 Key Performance Indicator Goal – Prospects.

Recommendation: Approve proposed revision to FY 2022/23 Key Performance Indicator Goals – Prospects.

Dan Fenton reported that they are proposed an adjustment to the Prospects goal. Nancy Thome reminded the Board that the KPI goals were established for the 2-year period and would not change externally. The revised goal would be used internally for sales manager incentive effective July 1 and any discrepancies would need to be reported in the DMO's year-end report. Additional formal revision can be made for the next Operating Budget planning cycle for FY 2023/24. Additionally, changing one goal impacts other KPI goals and partner KPI goals, and how any changes in event criteria of the booking strategy would impact the goals needs to be considered. Chair Hodges stated that they need to be ready to pivot and do something different if they are not booking any events and the P1s and P2s don't come into fruition.

Dan Fenton stated that the prospecting goals were based on three sales managers: each sales manager a 5 prospects/month and the DOS at 4 prospects/month.

Member Barrera left at 4:15 p.m.

A motion was made by Member Wandling, seconded by Secretary Hamilton, to approve the proposed revision to FY 2022/23 Key Performance Indicator Goal – Prospects.

Aye:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nader

7. Action on Work Order Agreements with Vizergy for the Completion of As-Needed Website Updates.

Recommendation: Approve and authorize the Treasurer to execute work order agreements with Vizergy for the completion of as-needed website updates up to the amount of \$5,000.00.

Treasurer Carr reported that this item was for the Board to authorize him to sign work orders for any work needed on the website. Nancy Thome added that the current agreement with Vizergy is specific to website hosting and SEO only. Website work that cannot be completed by Kelly or herself would require Vizergy's assistance. The ability to allow Treasurer Carr to approve, as he is directly involved as part of the internal marketing team, would allow the changes to happen expeditiously. Any invoices would still be approved by both Treasurer and Chair. It was confirmed that marketing funds would be used to pay for any website updates.

A motion was made by Member Wandling, seconded by Secretary Hamilton, to approve and authorize the Treasurer to execute work order agreements with Vizergy for the completion of as-needed website updates up to the amount of \$5,000.00.

Aye:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nader

8. 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 negotiate and 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 the DMO is currently contracted by the City to provide destination marketing services. The proposed agreement was developed to align with the new District that was established under the 1994 Law.

Chair Hodges had questions specific to the language on the disestablishment and the termination of the District and indicated that he would like the hotels to see the proposed agreement. Chair Hodges indicated he would like to revisit this item and bring it back to the Board at a future meeting.

9. Action on Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.

Recommendation: Approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.

Nancy Thome reported that the current staff funding agreement expires November 2023. This contract amendment was to provide additional funding for that extended time. This would bring available funds for Ruth's position to \$80,000 and her position to \$75,000.

A motion was made by Member Wandling, seconded by Treasurer Carr, to approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.

Aye:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nader

10. Action on the Purchase of Customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the Amount of \$2,500.00.

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

Chair Hodges reported that the STR report is for market specific conditions for the 11 hotels in the District as it relates to occupancy, RevPAR, etc. Nancy Thome clarified that the cost is \$2,500.00 annually.

A motion was made by Member Wandling, seconded by Treasurer Carr, to approve the purchase of customized STR Destination Reports for Santa Clara Tourism Improvement

District Hotels in the amount of \$2,500.00.

Aye:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nader

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

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

Nancy Thome indicated that she had read the minutes from the last meeting and wanted to provide additional clarity on this item. Nancy reminded the Board that Destination Advantage had invoiced the DMO for creating the Instagram account for Discover Santa Clara™. At that time, Donovan was not able to provide written proof of pre-approval and the Board voted to not pay the invoice. The marketing team felt that social media presence is needed and the DMO currently is not able to use Instagram or the handle. While the account is not active, it is currently being held by Donovan and he is unwilling to provide the DMO access unless the DMO pays the invoice. Nancy presented two options: 1) The Board can elect to pay the previous invoice in the amount of \$1,500 to get access to the Instagram account and handle; or 2) Since the DMO has an active trademark, the DMO can discuss legal option with the attorney.

A motion was made by Member Wandling, seconded by Secretary Hamilton, to authorize the Chair to offer Destination Advantage up to \$1,500 to get the Instagram account.

Aye:5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

Absent:3 Member Barrera, Member Granter, Member Nader

12. Updates to Monthly Progress Report and Reporting Schedule.

There was no discussion.

13. Marketing Updates.

There was no discussion.

14. Related Santa Clara Updates.

This update was provided at the start of the meeting.

GENERAL ANNOUNCEMENTS

Due to time commitments and constraints, there was no Internal Meeting following the Public Meeting.

ADJOURNMENT

The meeting adjourned at 4:33 p.m. The next regular scheduled meeting is on September 15, 2022 at 3:00 p.m.



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
REGULAR MEETING AGENDA

September 15, 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/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

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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

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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.



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
SPECIAL MEETING MINUTES

October 12, 2022

9:00 a.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/81061144859>
Meeting ID: 810 6114 4859 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 9:02 am.

ROLL CALL

Present: Pablo Barrera, I.B.T Local Union 853
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
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Leo Wandling, I.A.T.S.E Local Union 134

A quorum of 7 was met.

Attendance: Nancy Thome, City of Santa Clara
Beverly Corriere, Discover Santa Clara®

PUBLIC COMMENT

For public comment on items on the Agenda that is within the subject matter jurisdiction of the Board.

There were no public comments.

SPECIAL ORDER OF BUSINESS

CONSENT AGENDA

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CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

1. Action on the Appointment of the Chief Executive Officer and on the Silicon Valley/Santa Clara DMO, Inc. Chief Executive Officer Employment Agreement.

Recommendation: Approve the Appointment of Christine Lawson to Chief Executive Officer and authorize the Chair to execute the Employment Agreement which sets the salary and terms of conditions of employment pursuant to the recommendations of the Chair and Board Members.

Chair Hodges reported that a term sheet was sent to Christine Lawson. Chair Hodges stated that further clarification was provided on some specific terms and Ms. Lawson verbally agreed to the final agreement.

A motion was made by Member Nader, seconded by Vice-Chair Lentz, to approve the appointment of Christine Lawson to Chief Executive Officer and authorize the Chair to execute the Employment Agreement which sets the salary and terms of conditions of employment pursuant to the recommendations of the Chair and Board Members.

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

Absent:1 Member Wandling

GENERAL ANNOUNCEMENTS

Nancy Thome reminded the Board that the annual meeting on October 20 will be in person at the Santa Clara Convention Center. Vice-Chair Lentz indicated that she was unable to attend the Annual meeting due to work scheduling conflicts.

ADJOURNMENT

The meeting adjourned at 9:11 am. The next regular scheduled meeting is on October 20, 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 Beverly Corriere, BCorriere@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 Beverly Corriere, BCorriere@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 Beverly Corriere, BCorriere@discoversantaclara.org as soon as possible before the scheduled event.

**AMENDMENT NO. 1
TO THE AGREEMENT FOR SERVICES
BETWEEN
SILICON VALLEY/SANTA CLARA DMO, INC.
AND
ARIGHTCO**

PREAMBLE

This Amendment (“Amendment No. 1”) to the Agreement for Services between Silicon Valley/Santa Clara DMO, Inc. and to the Agreement for Services between Silicon Valley/Santa Clara DMO, Inc. and ArightCo is entered into between **Silicon Valley/Santa Clara DMO, Inc.**, a California non-profit mutual benefit corporation, (DMO), and **ArightCo**, a California corporation, (Contractor). DMO and Contractor may be referred to individually as a “Party” or collectively as the “Parties” or the “Parties to this Agreement.”

RECITALS

- A. The Parties previously entered into an Agreement entitled “Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and ArightCo”, dated April 30, 2022 (“Original Agreement”); and
- B. The Parties now wish to amend the Original Agreement to increase compensation under the Agreement.

NOW, THEREFORE, the Parties agree as follows:

AMENDMENT TERMS AND CONDITIONS

- 1. Section 1 of the Original Agreement, entitled “Agreement Documents” is hereby amended by deleting Exhibit B and replacing it with Exhibit B-1.
- 2. Section 6 of the Original Agreement, entitled “Compensation and Payment” is hereby amended in its entirety to read as follows:

In consideration of Contractor’s full and complete performance of Services, DMO shall pay Contractor for all materials provided and Services rendered by Contractor in accordance with Exhibit B-1, entitled “SCHEDULE OF FEES.” The maximum compensation of this Agreement is **Thirty-Six Thousand Three Hundred Seventy-One Dollars and No Cents (\$36,371.00)**, subject to budget appropriations, which includes all payments that may be authorized for Services and for expenses, supplies, materials, and equipment required to perform the Services. All work performed or materials provided in excess of the maximum compensation shall be at Contractor’s expense. For the avoidance of doubt, the Parties acknowledge and agree that all payments made by the DMO to Contractor prior to the date of this Amendment No.1 are included in the above maximum compensation amount.

3. Except as expressly set forth herein, all other terms and conditions of the Agreement shall remain in full force and effect and are hereby ratified and confirmed in all respects by the Parties. In case of a conflict in the terms of the Agreement and this Amendment No. 1, the provisions of this Amendment No. 1 shall control. Upon the effectiveness of this Amendment No.1, each reference in the Agreement to “this Agreement”, “hereunder”, “herein”, “hereof” or words of like import referring to the Agreement shall mean and be a reference to the Agreement, as amended by this Amendment No. 1. This Amendment No. 1 constitutes the entire agreement between the Parties pertaining to the subject matter hereof, and any and all other written or oral agreements existing between the Parties pertaining to the subject matter hereof are expressly superseded and canceled hereby. This Amendment No. 1 may not be altered or amended except by a written instrument executed by the Parties.
4. This Amendment No. 1 may be executed in counterparts, each of which shall be deemed to be an original, but both of which shall constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this Amendment No. 1 by facsimile or in electronic (“pdf” or “tif”) format including via DocuSign or other similar services, shall be effective as delivery of a manually executed counterpart of Amendment No. 1.

(Signature page to follow)

The Parties acknowledge and accept the terms and conditions of this Amendment No. 1 as evidenced by the following signatures of their duly authorized representatives.

SILICON VALLEY/SANTA CLARA DMO, INC.,
a California non-profit mutual benefit corporation

Dated: _____

ERON HODGES
Board of Directors Chair
5001 Great America Parkway
Santa Clara, CA 95050
Telephone: (408) 748-7095
"DMO"

ARIGHTCO
a California corporation

Dated: _____

By (Signature): _____

Name: Katie Nelson

Title: SVP & Head of Operations

Principal Place of Business Address: 1754 Technology Drive, Suite 212
San Jose, CA 95110

Email Address: knelson@arightco.com

Telephone: (408) 214-9718

"CONTRACTOR"

**EXHIBIT B-1
SCHEDULE OF FEES**

Contractor shall bill DMO on a monthly basis for Services provided by Contractor during the preceding month on an invoice and in a format approved by DMO and subject to verification and approval by DMO, including a detailed staff activity report. DMO will pay Contractor within thirty (30) days of DMO's receipt of an approved invoice.

1. MAXIMUM COMPENSATION

1.1. The maximum compensation the DMO will pay the Contractor for all professional fees, costs, and expenses provided under this Agreement shall not exceed **Thirty-Six Thousand Three Hundred Seventy-One Dollars and No Cents (\$36,371.00)** during the Term of the Agreement.

2. RATE SCHEDULE

2.1. Invoices submitted to the DMO are based on costs incurred on a time and material basis. Services shall be performed by Controller-level staff utilizing efficiency tools to expedite recurring transaction work.

Position	Hourly Rate
Jr. Accountant	\$45.00 per hour
Sr. Accountant	\$70.00 per hour
Controller	\$85.00 per hour

2.2. It is understood that the number of hours per month will fluctuate and the DMO shall compensate the Contractor a minimum of \$750.00 per month.

**AMENDMENT NO. 1
TO THE AGREEMENT FOR SERVICES
BETWEEN
SILICON VALLEY/SANTA CLARA DMO, INC.
AND
CIVITAS ADVISORS, INC.**

PREAMBLE

This Amendment to the Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors (“Amendment No. 1”) is entered into between **Silicon Valley/Santa Clara DMO, Inc.**, a California nonprofit corporation (the “DMO”), and **Civitas Advisors, Inc.**, a California corporation (Contractor). DMO and Contractor may be referred to individually as a “Party” or collectively as the “Parties” or the “Parties to this Agreement.”

RECITALS

- A. The Parties previously entered into an Agreement entitled “Agreement for Services Between Silicon Valley/Santa Clara DMO, Inc. and Civitas Advisors”, dated November 1, 2021 (“Original Agreement”); and
- B. The Parties now wish to amend the Original Agreement to extend the term of the Agreement.

NOW, THEREFORE, the Parties agree as follows:

AMENDMENT TERMS AND CONDITIONS

- 1. Section 2 of the Original Agreement, entitled “Term of Agreement” is hereby amended in its entirety to read as follows:

Unless otherwise set forth in this Agreement or unless this paragraph is subsequently modified by a written amendment to this Agreement, the term of this Agreement shall begin on November 1, 2021 and terminate on April 30, 2023.

- 2. Except as expressly set forth herein, all other terms and conditions of the Agreement shall remain in full force and effect and are hereby ratified and confirmed in all respects by the Parties. For the avoidance of doubt, the Parties acknowledge and agree that the Schedule of Fees is not changed in any respect and that there will no additional fee amount payable to Contractor for professional fees because of the term extension implemented by this Amendment No.1. In case of a conflict in the terms of the Agreement and this Amendment No. 1, the provisions of this Amendment No. 1 shall control. Upon the effectiveness of this Amendment No.1, each reference in the Agreement to “this Agreement”, “hereunder”, “herein”, “hereof” or words of like import referring to the Agreement shall mean and be a reference to the Agreement, as amended by this Amendment No. 1. This Amendment No. 1 constitutes the entire agreement between the Parties pertaining to the subject matter

hereof, and any and all other written or oral agreements existing between the Parties pertaining to the subject matter hereof are expressly superseded and canceled hereby. This Amendment No. 1 may not be altered or amended except by a written instrument executed by the Parties.

3. This Amendment No. 1 may be executed in counterparts, each of which shall be deemed to be an original, but both of which shall constitute one and the same instrument. Delivery of an executed counterpart of a signature page to this Amendment No. 1 by facsimile or in electronic (“pdf” or “tif”) format including via DocuSign or other similar services, shall be effective as delivery of a manually executed counterpart of Amendment No. 1.

The Parties acknowledge and accept the terms and conditions of this Agreement as evidenced by the following signatures of their duly authorized representatives.

SILICON VALLEY/SANTA CLARA DMO, INC.,
a California non-profit mutual benefit corporation

Dated: _____

ERON HODGES
Board of Directors Chair
5001 Great America Parkway
Santa Clara, CA 95050
Telephone: (408) 748-7095
“DMO”

CIVITAS ADVISORS, INC.
a California corporation

Dated: _____
By (Signature): _____
Name: John Lambeth
Title: President & CEO
Principal Place of Business Address: 1102 Corporate Way, STE #140
Sacramento, CA 95831
Email Address: jlambeth@civitasadvisors.com
Telephone: (916) 437-4300
Fax: (916) 436-5029
“CONTRACTOR”

**FIRST AMENDMENT to
CONSULTING SERVICES AGREEMENT**

Silicon Valley/Santa Clara DMO Inc.
Ongoing Human Resource Consulting – Term Extension

THIS FIRST AMENDMENT (this “Amendment”) is made by and between Cooperative Personnel Services dba **CPS HR Consulting**, (“CPS HR”) located at 2450 Del Paso Road, Ste 220, Sacramento, California, 95834 and the **Silicon Valley/Santa Clara DMO, Inc.** (“Client”) with offices at 5001 Great America Parkwy, Santa Clara, CA 95054.

Whereas, CPS HR and Client have entered into the Agreement (as defined below); and

Whereas, CPS HR and Client desire to modify the Agreement on the terms and conditions set forth herein;

Now, therefore, CPS HR and Client agree as follows:

1. **Definitions:** The following definitions shall apply to this Amendment:
 - (a) **Agreement.** The term “Agreement” shall mean the Agreement dated **December 1, 2021** by and between CPS HR and Client.
 - (b) **Other Terms.** Terms used and not defined in this Amendment shall have the meanings assigned to such terms in the Agreement.
2. **Modifications to the Agreement.** The Agreement is hereby modified to extend the Term of the Agreement as follows:
 - Page 1, Section E.** Term and Termination of Agreement
 1. Term. The term of this Agreement is from the Effective Date through November 30, 2023.
3. **Effective Date.** Each of the modifications set forth in Section 2 shall be effective on and after September 20, 2022.
4. **Legal Effect.** Except as expressly modified by this Amendment, all of the terms and conditions of the Agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, CPS HR and CLIENT have executed this Amendment as of the date below.

**Cooperative Personnel Services dba
CPS HR Consulting**

Silicon Valley/Santa Clara DMO, Inc.

By: Sandy MacDonald-Hopp
Authorized Signature

By: _____
Authorized Signature

Name: Sandy MacDonald-Hopp

Name: _____

Title: Chief Financial Officer

Title: _____

DISCOVER
**SANTA
CLARA**™

AUGUST 2022
SALES ACTIVITY

UPDATED: 09-12-22





MONTHLY TOTALS BY EVENT TYPE

	P 1 - P 2	P 3 - P 5
Current Active Prospects	49	595

August	P 1 - P 2	P 3 - P 5
Actively Researching	262	208
New Prospects	3	80
New Tentatives	0	33
New Definites	0	25

Silicon Valley/Santa Clara DMO Inc.				
Performance Measures				
	2022/23 Target	YTD	July	August
1. Event Mix (Consumed)				
Percent of P1 Events	2%			
Number of P1 Events	3	0	0	0
Percent of P2 Events	4%			
Number of P2 Events	6	0	0	0
2. Number of Definite Events Booked (booked in the year for future years)				
Number of P1 Events	5	0	0	0
Number of P2 Events	11	0	0	0
3. Convention Center Gross Revenue (P1 & P2)	\$2,580,000	\$0	\$0	\$0
4. Number of Room Nights Booked (for future years)	16,438	0	0	0
5. Number of Room Nights Consumed	9,375	0	0	0
6. Number of Weeks Impacted (Consumed)	9	0	0	-
7. Customer Service Survey Results (overall satisfaction)	85%		-	-
8. Number of Prospects (active) (non-cumulative P1 & P2)	300	73	35	38
9. Economic Impact (Consumed P1 and P2 events)	\$6,031,943	\$0	\$0	\$0

Revised Prospecting Goals

CSM #1 - Michael Baker	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	60		5	5
Actual	14		7	7
CSM #2	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	50			
Actual	0			
DOS	2022/23 Target		July	August
Prospecting Goal - Number of new prospects	36			
Actual	0			

FY 2022/23 Number of Prospects 146



Discover Santa Clara Dashboard
AUGUST 2022

SCCC	Beg	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total YTD	Month Avg	Annual Avg	3 Year Pace
Researching	151	39	57											247	48	576	1879
Prospects	31	7	7											45	7	84	283

Meeting & Convention Sales

Incremental Booked Business*	Current Month	Year to Date	Goal	% to Goal
Priority 1 (P1) 400+ hotel rooms at peak / \$400K+				
Number of Groups	-	-	2	0%
Priority 2 (P2) 150-800 hotel rooms at peak / \$200K-599K				
Number of Groups	-	-	4	0%

Convention Center Revenue from Bookings	Current Month	Year to Date	Goal	% to Goal
Overall	-	\$0	\$2,580,000	0%

Notable P1/P2 Bookings for August	Rent	F&B	Total Room Nights
Notable P1/P2 Lost Leads for August	Rent	F&B	Total Room Nights

Glossary of Terms & Definitions:

Prospect: A group who will fit in the SCCC, fit the overall parameters of the SCCC.
 Tentative: A group who has agreed to the overall parameters required and space is being held at SCCC.
 Booking: A group who has agreed to the overall parameters required and has a signed contract with the SCCC.

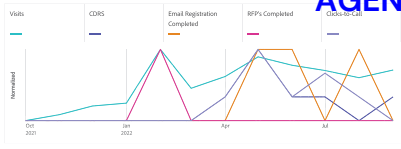
P1 Mid-Week (800+ on Peak / \$600k+)
 P1 Weekend (400+ on peak / \$400k+)
 P2 Mid-Week (500-799 on peak / \$250k - \$599k)
 P2 Weekend (150-399 on peak / \$200k-\$399k)

Dashboard

Key Metrics

Metric	Last month	2 months ago	3 months ago
1. Visits	599	179	209
2. Average Time on Site	00:02:18	00:03:28	00:02:14
3. Customers Delivered to Reservation System	1	0	1
4. Email Registration Completed	0	0	0
5. RFPs Completed	0	0	0
6. Clicks-to-Call	0	1	2

Key Metrics Trend



Visits



Natural Search Visits



Natural Search Chg.



Channel Visits Change



Visits



CBDS



Traffic Quality



Email Registration Completed



RFPs Completed



Clicks-to-Call



Last Touch Channels

Last Touch Channel	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed	Clicks-to-Call
1. Natural Search	308 (51.4%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	2 (66.7%)
2. Direct	261 (43.6%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)
3. Social Networks	12 (2.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
4. Referring Domains	10 (1.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
5. Internal	9 (1.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Top Entry Pages

Entry Page	Entries
1. home	184 (30.7%)
2. learn fun facts	76 (12.7%)
3. ack	41 (6.8%)
4. learn board of directors	18 (3.0%)
5. make 4 yours santa clara convention center location	10 (1.7%)
6. get registration and experience	9 (1.5%)
7. make it yours food & beverage	8 (1.3%)
8. make 8 yours santa clara convention center	6 (1.0%)
9. get registration partnerings	5 (0.8%)
10. experience dining	4 (0.7%)

Most Popular Pages

Page	Page Views
1. home	499 (84.3%)
2. learn board of directors	100 (16.8%)
3. learn fun facts	80 (13.4%)
4. ack	43 (7.3%)
5. connect	28 (4.7%)
6. get registered the event experts	27 (4.5%)
7. experience	24 (4.0%)
8. make 8 yours santa clara convention center	24 (4.0%)
9. get registered	24 (4.0%)
10. rfp	19 (3.2%)

Top Cities

Cities	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed
1. San Jose (California)	6 (1.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
2. Santa Clara (California)	6 (1.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
3. Los Angeles (California)	5 (0.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
4. San Francisco (California)	3 (0.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
5. Rockledge (New Jersey)	3 (0.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
6. Ashburn (Virginia)	3 (0.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
7. McKinney (Texas)	2 (0.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
8. Jacksonville (Florida)	2 (0.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
9. Huntington Beach (California)	2 (0.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
10. Denver (Colorado)	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Top Countries

Countries	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed
1. United States	536 (89.5%)	2 (100.0%)	0 (0.0%)	0 (0.0%)
2. Canada	12 (2.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
3. United Kingdom	4 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
4. Germany	2 (0.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
5. Pakistan	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
6. India	1 (0.2%)	0 (0.0%)	1 (50.0%)	0 (0.0%)
7. China	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
8. Singapore	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
9. Australia	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
10. Finland	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Top Referrers

Last Touch Channel	Referring Domain	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed
1. Referring Domains	www.google.com	30 (5.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
1. Referring Domains	www.google.com	4 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
2. Search engines	www.google.com	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
3. www.linkedin.com	www.linkedin.com	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
4. www.escon.org	www.escon.org	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Campaign Performance

Tracking Code	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed
1. utm_source=	4 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Top File Downloads

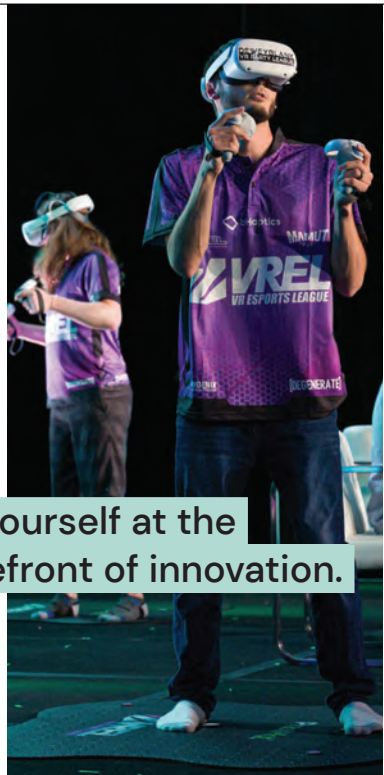
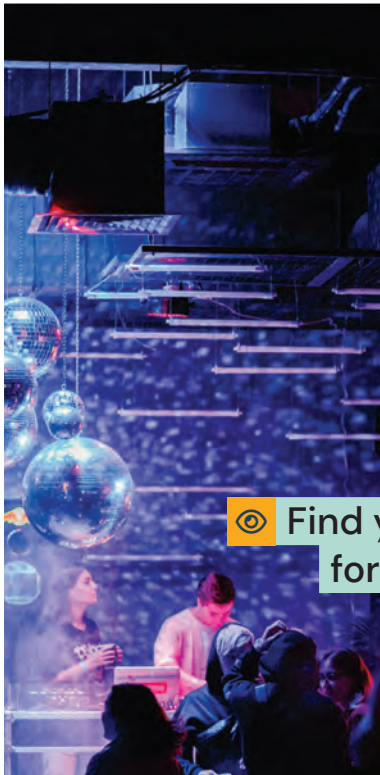
Download Link	Occurrences
1. https://www.dmoventadirectors.org/files/65312022-08-26_DMO_BOJ_Meeting_Agenda_PUBLIC.pdf	7 (1.2%)
2. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	6 (1.0%)
3. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	5 (0.8%)
4. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	5 (0.8%)
5. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	5 (0.8%)
6. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
7. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
8. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
9. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
10. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
11. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
12. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	4 (0.7%)
13. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
14. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
15. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
16. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
17. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
18. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
19. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	3 (0.5%)
20. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	2 (0.3%)
21. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	2 (0.3%)
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24. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	2 (0.3%)
25. https://www.dmoventadirectors.org/files/65312022-08-16_DMO_BOJ_Meeting_Agenda_Packet_PUBLC.pdf	2 (0.3%)
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Top Social Networks

Last Touch Channel	Visits	Customers Delivered to Reservation System	Email Registration Completed	RFPs Completed
1. Social Networks	4 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
1. www.linkedin.com	3 (0.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
2. www.youtube.com	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
3. m.facebook.com	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)



Think big.
Look forward.



👁️ Find yourself at the
forefront of innovation.

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"Related Santa Clara" Project

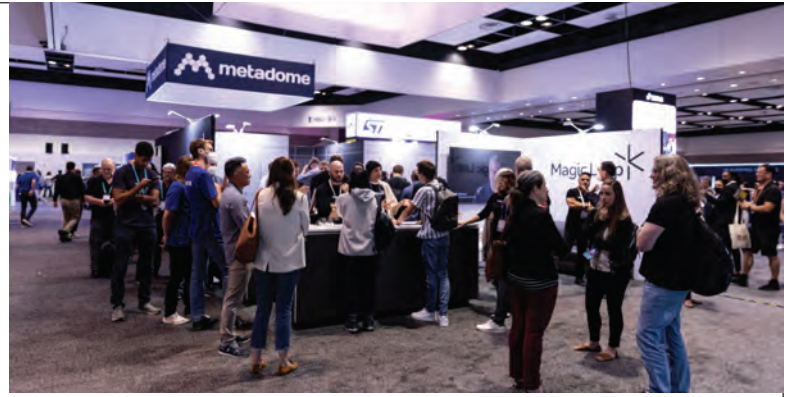
Overview



Where visionaries dream. 
Where risk-takers dare.
Where innovators make it happen.

It's time to
Discover Santa Clara®

2



Discover Santa Clara® is reimagining event experiences.

We're a unified network of ambitious problem-solvers who:

- Anticipate needs
- Craft custom solutions
- Elevate events to a whole new level
- Employ versatility, creativity and polish in every aspect of every event

With a history of thinking big and looking forward, Santa Clara is the perfect hub for your next event.

3

How We're Different

Why should you consider Discover Santa Clara®?

We know what you need, and we provide what others can't:

- A stress-free and completely consultative approach to ensure your event's success
- A creative food experience; custom, restaurant-quality cuisine
- Simple, seamless ground transportation
- Truly distinctive breakouts
- Uncommon networking opportunities
- A local, emerging food scene




Welcome to a new era
of epic events.



4



Creative options 
that make
a real statement

Before Santa Clara was known for tech, it was known for wine and agriculture.

Our customizable, restaurant quality food and beverage options offer something for everyone. From grain bowls with salmon to locally sourced vegetarian delights, your guests (and their taste buds) will thank you.

6



Think outside the box (lunch).

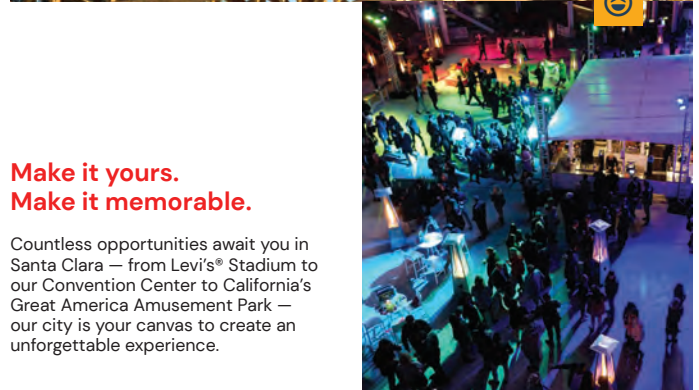
- Custom menus
- Out-of-the-box ideas
- Not afraid to get creative
- Put it on a bike

7

About Santa Clara



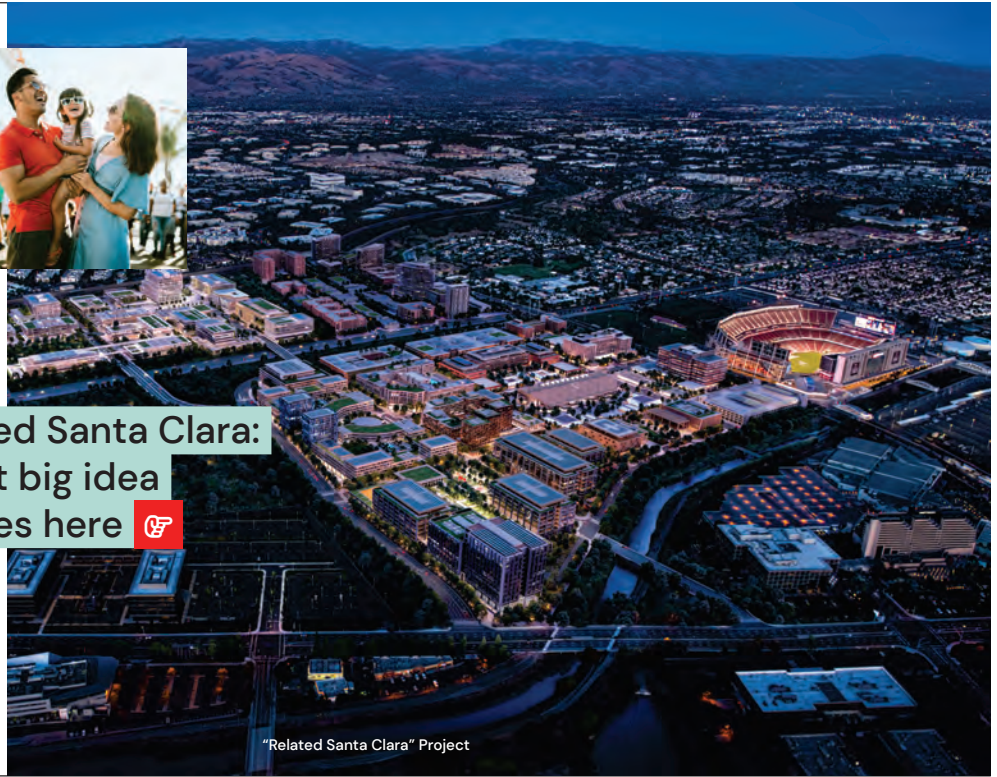
Open your world to
 endless possibilities...
 Discover Santa Clara®.



Make it yours.
Make it memorable.

Countless opportunities await you in Santa Clara — from Levi's® Stadium to our Convention Center to California's Great America Amusement Park — our city is your canvas to create an unforgettable experience.


9



"Related Santa Clara" Project

A new era of urban gathering is coming to Santa Clara.

Related Santa Clara is transforming the way we come together with enticing places to work, dine, drink, live, and gather. Related is redefining what it means to be a dynamic urban destination. And when you bring your event to Santa Clara, you'll have everything Related has to offer right at your fingertips.

Related Santa Clara:
The next big idea
lives here 

Our Venue



302,000 Sq. Ft. of Flexible Event Space

- Over 90,000 Sq. Ft. of Column-Free Exhibit Space
- Mission Ballroom – 22,400 Sq. Ft.
- Grand Ballroom – 22,568 Sq. Ft.
- Great America Ballroom – 6,264 Sq. Ft.

31 Possible Breakout Rooms

- Second Level 201-212
- Great America 1-3
- Grand Ballroom A-H
- Mission Ballroom 1-5

607-seat Theatre

ADA Accessible



Let's plan something legendary together.

Planning your next event doesn't have to be a painful experience.

We provide a stress-free and completely consultative approach to ensure you event success. Find us in the heart of Silicon Valley, where visionaries dream, risk-takers dare, and innovators (like us) make it happen.

Get in contact with us to find out how we can help.



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(408) 748-7095



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