



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

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

Chair Hodges called the meeting to order at 3:05 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara

Absent: Pablo Barrera, I.B.T Local Union 853 (joined at 3:14 p.m.)
Barb Granter, Great America
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Leo Wandling, I.A.T.S.E Local Union 134 (joined at 3:40 p.m.)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

There was no quorum.

Attendance: Nancy Thome, City of Santa Clara
Dan Fenton, Jones Lang LaSalle
Beverly Corriere, Discover Santa Clara®

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.

SPECIAL ORDER OF BUSINESS

1. Introduction of Chief Executive Officer, Christine Lawson.

Chair Hodges introduced the new Chief Executive Officer, Christine Lawson. Christine shared that she has over 30 years of experience on the hotel side. Her first week has been great with the team being incredibly helpful. Christine is excited to be with the organization. She

has reached out to the Board, the hotel GMs and DOS' and plans to meet with the revenue directors.

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.

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

Aye:5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

Absent:3 Member Granter, Vice-Chair Lentz, Member Nader

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

Member Barrera joined the meeting at 3:14 p.m.

Member Wandling joined the meeting at 3:40 p.m.

A quorum of 5 was met.

- ### **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.

A motion was made by Member Wandling, seconded by Member Barrera to 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.

Aye:5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

Absent:3 Member Granter, Vice-Chair Lentz, Member Nader

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.

A motion was made by Treasurer Carr, seconded by Member Barrera to 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.

Aye:5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

Absent:3 Member Granter, Vice-Chair Lentz, Member Nader

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.

Dan Fenton indicated that the HR firm has been a really good resource.

A motion was made by Treasurer Carr, seconded by Member Barrera to 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.

Aye:5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

Absent:3 Member Granter, Vice-Chair Lentz, Member Nader

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

Recommendation: Note and file the August 2022 Activity Report.

Dan Fenton provided an overview of August activity:

- There was a sales manager that transitioned out.
- There were three new prospects for P1/P2; none moved to definites.
- There are 80 now in P3-P5.
- There are 49 prospects that are active.
- The report shows that there are groups in research status – staff haven't talked to them yet but have researched them.
- Eddie has completed a project where he looked at other location calendars and contacted them and received some successful responses. The key is to now move them to prospects.

A motion was made by Member Wandling, seconded by Treasurer Carr to note and file the August 2022 Activity Report.

Aye:5 Member Barrera, Treasurer Carr, Secretary Hamilton, Chair Hodges, Member Wandling

Absent:3 Member Granter, Vice-Chair Lentz, Member Nader

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

Nancy Thome provided an overview of the website's quarterly performance. There has been an increase in website visits and most of the website visitors are local to California.

8. Marketing Updates.

Dan Fenton shared the completed brochure and indicated progress on other marketing materials continue.

GENERAL ANNOUNCEMENTS

Member Wandling expressed his thanks to everyone's work throughout the year through COVID.

ADJOURNMENT

The meeting adjourned at 3:49 p.m. The next regular scheduled meeting is on November 17, 2022 at 3:00 p.m.