



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

December 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/81887141596>. Meeting ID: 818 8714 1596 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Chair Hodges called the meeting to order at 3:01 pm.

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
Leo Wandling, I.A.T.S.E Local Union 134
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Pablo Barrera, I.B.T Local Union 853 (Joined the meeting at 3:15 p.m.)
Barb Granter, Great America

Quorum Met: 6

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

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.

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.

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

1. Action on a Resolution Allowing for the Board of Directors to Hold Public Meetings Solely by Teleconference or Otherwise Electronically Pursuant to AB 361.

Recommendation: Adopt a Resolution allowing the Board of Directors to hold public meetings solely by teleconference or otherwise electronically pursuant to AB 361.

Eron Hodges, reported that AB 361 allows for the Board of Directors to hold public meetings by teleconference.

A motion was made by Member Nader, seconded by Treasurer Carr to approve a Resolution allowing the Board of Directors to hold public meetings solely by teleconference or otherwise electronically pursuant to AB 361.

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

Absent: 2 Member Barrera, Member Granter

2. Review and Action on the October 2022 Financials.

Recommendation: Note and file the October 2022 Financials.

Treasurer Carr reported October 2022 Financials and commented that the overages were explained previously. The expenses not accounted for previously was the City Administrative fee. The City Admin. fee is 2% and higher than budgeted which means the TID made more money.

A motion was made by Vice-Chair Lentz, seconded by Member Hamilton to note and file the October 2022 Financials.

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

Nader, Member Wandling

Absent:2 Member Barrera, Member Granter

3. Action on a Resolution Delegating Authority to the Chief Executive Officer, or his/her Designee, to Approve and Execute Routine Documents on Behalf of the DMO Under the Ordinary Course of Business.

Recommendation: Adopt a Resolution delegating authority to the Chief Executive Officer, or his/her designee, to approve and execute routine documents on behalf of the DMO under the ordinary course of business including, but not limited to, the following primary categories: DMO Licenses, Documents and Agreements; Third Party Licenses, Documents, and Agreements; Hold Harmless and Indemnification Agreements; and Other Service Agreements.

Chair Hodges commented that the CEO's authority would be approving and executing routine documents already approved in the budget. Vice-Chair Lentz asked if there would be a recap of what CEO Lawson signs. Chair Hodges indicated that the CEO should provide a recap during CEO's monthly reporting. Nancy Thome commented that the CEO would have the authority to sign contracts that do not exceed the budget as approved annually in the Operating Budget. Additionally, the Resolution stated that the CEO still needs to utilize the appropriate procurement process and agreements and documents need to be reviewed by the DMO attorney.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Carr to adopt the Resolution delegating authority to the Chief Executive Officer, or his/her designee, to approve and execute routine documents on behalf of the DMO under the ordinary course of business including, but not limited to, the following primary categories: DMO Licenses, Documents and Agreements; Third Party Licenses, Documents and Agreements; Hold Harmless and Indemnification Agreements; and Other Service Agreements with the addition that documents follow the preapproved budget.

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

Absent: 1 Member Granter

4. Action on Amendment No. 2 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara, Extending the Term of the Agreement to June 30, 2023.

Recommendation: Approve and authorize the Chief Executive Officer to execute Amendment No. 2 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara, extending the term of the Agreement to June 30, 2023.

Chair Hodges reported that this is for the extension of the agreement term with the City as the City continues to serve as the DMO's Fiscal Sponsor. This is for a six-month period, and it will be brought back to the Board if another extension is required.

A motion was made by member Nader, seconded by Member Hamilton to approve and authorize the Chief Executive Officer to execute Amendment No. 2 to the Amended and Restated Fiscal Sponsorship Agreement with the City of Santa Clara, extending the term of the Agreement to June 30, 2023.

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

Absent:1 Member Granter

5. Action on a Work Order with Simpleview for the Integration of the Act-On Automated Marketing Platform for the term beginning on or around December 23, 2022, ending on or around December 22, 2025, not to exceed \$10,300.00 in year one and not to exceed \$4,800.00 in year two, subject to the appropriation of funds.

Recommendation: Approve and authorize the Chief Executive Officer to negotiate and execute the agreement with Simpleview for the integration of the Act-On Automated Marketing Platform for the term beginning on or around December 23, 2022, and ending on or around December 22, 2025, not to exceed \$10,300.00 in year one and not to exceed \$4,800.00 in year two, subject to the appropriation of funds.

Secretary Lawson reported Act-On will allow data gathering to happen in the Simpleview CRM. Traffic and tracking will be captured in the CRM which will help the DMO diversify its campaigns. There is a setup fee, then the subscription fee. Once the DMO moves forward with the agreement, it will take six weeks to get this up to speed. Secretary Lawson stated that this work order should be corrected and stated that it is a two-year term ending on or around December 22, 2024. Secretary Lawson further explained that the DMO has looked at other marketing tools such as Mailchimp which have restrictions.

Vice-Chair Lentz asked who would be using the system. Secretary Lawson stated that users include the DMO and the contracted marketing team We The Creative. Chair Hodges asked if there will be extra charges after it is set up. Secretary Lawson confirmed there would be no additional charges.

A motion was made by Member Hamilton, seconded by Member Nader to approve and authorize the Chief Executive Officer to negotiate and execute the agreement with Simpleview for the integration of the Act-On Automated Marketing Platform for the term beginning on or around December 23, 2022, and ending on or around December 22, 2024, not to exceed \$10,300.00 in year one and not to exceed \$4,800.00 in year two, subject to

the appropriation of funds and no additional software fees will be incurred during the service and the agreement is adjusted to a two-year term from the date of execution.

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

Absent: 1 Member Granter

6. Discussion and Direction to the Chief Executive Officer on the Professional Recruitment of the Director of Sales position.

Recommendation: Direct the Chief Executive Officer to proceed with engaging professional recruitment services for the Director of Sales position as needed.

Secretary Lawson reported on the resumes for the DOS position and stated that 95% have had great experience in hotels but lack convention center experience. Secretary Lawson would like Searchwide to help the DMO locate a DOS as the DOS role is very important, and the candidate needs to be a strong salesperson with positive DMO habits. Searchwide is reputable and will be able to identify a strong candidate quickly. Secretary Lawson discussed fees of thirty percent of salary with a minimum of \$30,000. Secretary Lawson estimated an average of six candidates with potential travel for an estimated cost of \$45,000.

Dan Fenton commented that the DMO has posted the position on different platforms and it is hard to get quality candidates. Member Wandling asked if the DMO has a local recruiter. Secretary Lawson said the reason she chose Searchwide is that they have a lot of experience with DMOs, and they are hands-on. Member Nader asked if the DMO went through an RFP process. Chair Hodges explained that the City contracted JLL who brought on Searchwide. Dan Fenton further explained that Searchwide is the main recruiting firm that most DMOs go to for assistance. Member Nader would like Secretary Lawson to reach out to two other search firms. Chair Hodges recommends looking at different firms.

7. Action on the Proposed Revisions to the Director of Sales Job Description.

Recommendation: Approve the proposed revisions to the Director of Sales job description.

Secretary Lawson reported that she added details to the DOS job description. Member Lentz reviewed the changes. Chair Hodges asked for a recommendation.

A motion was made by Member Wandling, seconded by Vice-Chair Lentz to approve the edited version of the DOS job description.

Aye: 7 Member Barrera, Treasurer Carr, Member Hamilton, Chair Hodges, Vice-Chair

Lentz, Member Nader, Member Wandling

Absent: 1 Member Granter

8. Action on the Proposed Manager Sales Technology, Systems & Strategy Job Description.

Recommendation: Approve the Proposed Manager Sales Technology, Systems & Strategy Job Description for hiring in FY 2023/24, subject to the appropriation of funds.

Secretary Lawson reported that she would like to add the proposed Manager Sales Technology, Systems & Strategy into the budget for FY 2023/24 as a staff position as she is working on the DMO Organization Structure for the next 2 fiscal year budgets. The DMO currently has a contractor in the role and she would like to have a manager of data, trends, and opportunity adept in data and strategy and able to work with the CRM, Act-On, Knowland, and CVENT. They would help the DMO as well as the Levy and OVG teams.

Member Nader confirmed no action but approved that the description is sent to CPS HR for review. Member Nader would like to consider this during budgeting after it has been reviewed with the HR consultant. Treasurer Carr stated that the DMO does need this position from the sales team's perspective.

9. Review and Action on the October 2022 Activity Report.

Recommendation: Note and file the October 2022 Activity Report.

Secretary Lawson reported on the October 2022 Activity Report. Secretary Lawson reviewed P1 and P2 activity and noted that an additional page was added. Lawson will add a scoring system in the future.

Nancy Thome asked the DMO to consider the level of detail that would be included in the reports as the report includes projected event revenue, attendance, etc.

A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz to note and file the October 2022 Activity Report.

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

Absent: 1 Member Granter

COMMITTEE UPDATES

Vice-Chair Lentz reported that there were no updates from the Nominating Committee. Vice-Chair Lentz indicated that she will be reaching out to her committee.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:29 p.m.

The next regular scheduled meeting is on January 19, 2023, at 3:00 p.m.