



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES

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January 18, 2024, 1:00 p.m.  
Santa Clara Convention Center, Room 207  
5001 Great America Parkway  
Santa Clara, CA 95050

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The public can participate remotely via Zoom: <https://us06web.zoom.us/j/88171034909>  
or by phone (669) 900-6833.

**CALL TO ORDER**

Chair Lentz called the meeting to order at 1:13 p.m.

**ROLL CALL**

1. Action to Vote and Approve Member Nader to Participate Remotely in the Board of Directors Meeting in Compliance with the Requirements of AB 2249 Just Cause.

**Recommendation:** Approve Member Nader to participate remotely in the Board of Directors meeting in compliance with the requirements of AB 2449 Just Cause.

There was no action taken on this item.

Present: Treasurer Kelly Carr, OVG360  
Member Lorne Ellison, Levy Restaurants  
Member Erin Henry, Hyatt Santa Clara  
Chair Catherine Lentz, Forty-Niners Stadium Management Company  
Vice-Chair Chris Sullivan, Santa Clara Marriott  
Secretary Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Member Chuck Baker, City of Santa Clara (Ex-Officio)

Absent: Member Barb Granter, California's Great America  
Member Nadine Nader, City of Santa Clara  
Member Leo Wandling, I.A.T.S.E Local Union 134

Quorum Met: 5

Attendance: Nancy Thome, City of Santa Clara

Erin Henry was introduced and welcomed as the newest member of the Board of Directors.

## **PUBLIC COMMENT**

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

The new General Manager of the Delta Hotel, Billy Mendez, was present at the meeting and introduced himself to the Board and attendees.

## **SPECIAL ORDER OF BUSINESS**

### **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 the 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 – December 11, 2023

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

#### **3. Action on November 2023 Financial Report.**

**Recommendation:** Note and File the November 2023 Financial Report.

#### **4. Action on the November 2023 and December 2023 Sales Activity Report.**

**Recommendation:** Note and File the November 2023 and December 2023 Sales Activity Reports.

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

**Ayes:** 5 Treasurer Carr, Member Ellison, Member Henry, Chair Lentz, Vice-Chair Sullivan

**Absent:** 3 Member Granter, 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**

### **5. Discussion and Action on Discover Santa Clara's® Proposed Financial Policies.**

**Recommendation:** Approve Discover Santa Clara's® Proposed Financial Policies.

Secretary Lawson introduced this item and reported that all questions and edits submitted by Board Members were addressed in the updated the redline draft that was included in the packet. There were no additional questions asked by the Board. Secretary Lawson recognized that staff are working on the supporting standard operating procedures.

**A motion was made by Vice–Chair Sullivan, seconded by Treasurer Carr, to approve Discover Santa Clara's® Proposed Financial Policies.**

**Ayes:** 5 Treasurer Carr, Member Ellison, Member Henry, Chair Lentz, Vice–Chair Sullivan

**Absent:** 3 Member Granter, Member Nader, Member Wandling

### **6. Chief Executive Officer Monthly Update.**

- 6A. Staffing Update
- 6B. Sales & Administrative Update
- 6C. Marketing Update

Secretary Lawson started the Monthly Update by presenting a new culture statement for the DMO. The DMO had been working on the statement as a team, developed to address both the team and business perspectives. The response from Board Members was positive and Member Baker and Vice–Chair Sullivan shared additional comment and feedback for Secretary Lawson's consideration.

Secretary Lawson provided an overview of the updates for the month. Additionally, Katelyn Studebaker, Director of Marketing and Ben Landis, Marketing Manager, were present to provide the marketing updates.

## **COMMITTEE UPDATES**

### **7. Committee Updates**

There were no committee updates.

## GENERAL ANNOUNCEMENTS

### ADJOURNMENT

The meeting adjourned at 2:07 p.m. The next regularly scheduled meeting is on **February 15, 2024**.