



**DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES**

**November 16, 2023, 1:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 201**

CALL TO ORDER

Chair Lentz called the meeting to order at 1:05 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Barb Granter, California's Great America
Lorne Ellison, Levy Restaurants
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Chris Sullivan, Santa Clara Marriott
Leo Wandling, I.A.T.S.E Local Union 134

Quorum Met: 5

Attendance: Nancy Thome, City of Santa Clara
Luz Chatman, Discover Santa Clara®
Beverly Corriere, Discover Santa Clara®
Ben Landis, Discover Santa Clara®
Katelyn Studebaker, Discover Santa Clara®
Dan Fenton, Jones Lang Lasalle

PUBLIC COMMENT

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

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.

1. Action on the minutes of:

- Discover Santa Clara® Board of Directors – August 17, 2023
- Discover Santa Clara® Board of Directors – September 27, 2023

Recommendation: Note and file the Meeting Minutes.

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

Ayes: 5 Treasurer Carr, Member Granter, Member Ellison, Chair Lentz, Member Nader

Absent: 2 Member Sullivan, Vice-Chair 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

2. Action on the Discover Santa Clara® FY2023/24 Quarter 1 Financials.

Recommendation: Action to Approve the Discover Santa Clara® FY2023/24 Quarter 1 Financials.

Treasurer Carr reported the Quarter 1 Financials and reviewed the notes on the variances included in the financial packet.

A motion was made by Member Granter, seconded by Member Nader to approve the Discover Santa Clara® FY2023/24 Quarter 1 Financials.

Ayes: 5 Treasurer Carr, Member Granter, Member Ellison, Chair Lentz, Member Nader

Absent: 2 Member Sullivan, Vice-Chair Wandling

3. Action on Budget Amendment #2 to Support the Development of an Omnichannel Marketing System.

Recommendation: Approve Budget Amendment #2 in the amount of \$131,500 to support the development of an Omnichannel Marketing System.

Katelyn Studebaker provided an overview of an Omni Channel Marketing System in which the creation of the foundational marketing assets would be under one company for a seamless and unified brand experience. Katelyn Studebaker reported that the DMO launched a Marketing RFP for the project. The Board of Directors will wait to take action after quotes are received by the DMO's potential vendors.

No Action was taken.

4. Action on a Proposed Revision to the DMO Business Development Fund Guidelines.

Recommendation: Approve and authorize the CEO to implement the revised Business Development Funds Guidelines.

Secretary Lawson reviewed the presentation of the proposed changes to the DMO Business Development Funds Guidelines to maintain a competitive edge with both customers and other DMOs.

A motion was made by Treasurer Carr, seconded by Member Granter to approve and authorize the CEO to implement the revised Business Development Funds Guidelines.

Ayes: 5 Treasurer Carr, Member Granter, Member Ellison, Chair Lentz, Member Nader

Absent: 2 Member Sullivan, Vice-Chair Wandling

5. Chief Executive Officer Monthly Update.

- A. September Monthly Sales Report
- B. Staffing Update
- C. Monthly Accomplishments and Priorities
- D. Future Focus

Secretary Lawson introduced Luz Chatman who reported on the September Monthly Sales Report and the Staffing Update. Referencing the Monthly Sales Report Slides, there are Current Active Prospects of 57 P1P2's, 154 P3's, 174 P4's, and 413 P5's. Actively Researching 259 P1P2's, 0 P3's, 0 P4's, 0 P5's, New Prospects 8 P1P2's, 6 P3's, 4 P4's, 32 P5's, New Tentatives 3 P1P2's, 6 P3's, 2 P4's, 20 P5's, and New Definites 0 P1P2's, 1 P3, 3

P4's, 18 P5's. Luz Chatman provided an overview of the Monthly Sales Report Performance Measures and Dashboard. Luz gave a staffing update and highlighted accomplishments and priorities for the sales team.

Secretary Lawson referred to the slide presentation and reported on the accomplishments and priorities of the administrative team. Secretary Lawson also reviewed the future focus of the sales and administrative teams.

6. Marketing Update

Ben Landis reported on social media referencing the slide presentation. Katelyn Studebaker provided an overview of advertising, content creation, collateral, and the future focus of the marketing team.

COMMITTEE UPDATES

7. Committee Updates

Chair Lentz announced that there are open board positions and requested members to nominate potential candidates.

GENERAL ANNOUNCEMENTS

Chair Lentz announced the election of new Officers to the Board of Directors in October 2023.

Chair Catherine Lentz
Vice-Chair Chris Sullivan
Treasurer Kelly Car
Secretary Christine Lawson

ADJOURNMENT

The meeting adjourned at 2:46 p.m.

The next meeting scheduled is a Special Meeting on December 11th at 1:00 p.m.