



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES

August 17, 2023, 3:00 p.m.
Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054
Meeting Room 203/204

Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/85902033094>
Meeting ID: 859 0203 3094 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Vice-Chair Wandling called the meeting to order at 3:25 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Lorne Ellison, Levy Restaurants
Sean Steenson, Delta Hotels Santa Clara
Fernando Vazquez, Hyatt Centric Silicon Valley
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: Barb Granter, California's Great America
Catherine Lentz, Forty-Niners Stadium Management Company (Joined online
at 3:28 p.m.)
Nadine Nader, City of Santa Clara
Chris Sullivan, Santa Clara Marriott

A quorum of 5 was met.

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

Vice-Chair Wandling requested action to vote and approve Chair Lentz's remote participation in the Board of Directors meeting in compliance with the requirements of AB 2449.

Recommendation: Approve Chair Lentz to participate remotely in the Board of Directors meeting for just cause childcare.

A motion was made by Treasurer Carr, seconded by Member Steenson to approve Chair Lentz to participate remotely in the Board of Directors meeting due to just cause childcare.

Ayes: 5 Treasurer Carr, Member Ellison, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 4 Member Granter, Chair Lentz, Member Nader, Member Sullivan

PUBLIC COMMENT

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

There were no public comments.

SPECIAL ORDER OF BUSINESS

1. Introduction of DMO Board of Directors new member Lorne Ellison, Levy Restaurants.

Chair Lentz introduced Lorne Ellison as the newest member of the DMO Board of Directors. Member Ellison gave a summary of his career with more than twenty years in hospitality.

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 FY 2022/23 May Financials.

Recommendation: Note and File the FY 2022/23 May Financials.

A motion was made by Treasurer Carr, seconded by Chair Lentz to approve the Consent Calendar.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

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 the FY 2022/23 June/Year-end Financials.

Recommendation: Note and File the FY 2022/23 June/Year-end Financials.

Treasurer Carr reported on June financials. The DMO expended 67% of the total budget due to a late start to the year. Variances in June were due to three pay periods in the month and the addition of the Director of Marketing position and contracted services.

A motion was made by Member Steenson, seconded by Member Vazquez to note and file the June/Year-end FY 2022/23 financials.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

4. Action to Change the DMO Bank from Wells Fargo to Bridge Bank, Close the Wells Fargo Checking Account, and Apply for Company Credit Cards with Bridge Bank.

4A

Recommendation: Approve and authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.

4B

Recommendation: Approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

Secretary Lawson provided background on the DMO bank account currently with Wells Fargo and explained the DMO's need for credit cards as the sales team prepares for a busy travel schedule to fulfill organizational goals. The current DMO bank, Wells Fargo, requires employees to guarantee personal responsibility for the business's credit card debt if the DMO defaults on payment. The DMO researched other credit card companies, American Express and Capital One, and found they had similar credit card guarantee requirements. The DMO was referred to Bridge Bank which works with other nonprofits and DMOs and provides banking services and credit cards without requiring a personal guarantee. Secretary Lawson described that the financial policies are being developed and the process may take a few months to be finalized. The increase in business travel and client entertainment starting in October 2023 necessitates expediting the acquisition of business credit cards. Secretary Lawson described the management of the credit cards and the proposed limits for each eligible position.

\$30,000 CEO
\$15,000 Director of Sales
\$10,000 Director of Marketing
\$5,000 Sales Manager, Marketing Manager, Data & Strategy

A motion was made by Member Steenson, seconded by Member Vazquez to approve and authorize Treasurer Carr to close the current DMO Wells Fargo account once all outstanding expenses have cleared and in partnership with Board Chair Lentz, open an account with Bridge Bank to be used for payroll, approved recurring expenses, debit/wire transactions, and debit card payments.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

A motion was made by Treasurer Carr, seconded by Member Ellison to approve and authorize the CEO to initiate and implement a business credit card program through Bridge Bank prior to the presentation and approval of the Financial SOP Packet.

Ayes: 6 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez, Vice-Chair Wandling

Absent: 3 Member Granter, Member Nader, Member Sullivan

5. Discussion and Action on a Request to Change the Board of Directors Meeting Time from 3:00 p.m. to 1:00 p.m.

Recommendation: Approve a change in the DMO Board of Directors Meeting time from 3:00 p.m. to 1:00 p.m.

Chair Lentz reported that Member Nader suggested an earlier meeting time, 1:00 p.m., for the regular Board of Directors meetings. The Board members discussed ongoing availability and the third Thursday of each month continues to be the best meeting day. Changing the meeting time to 1:00 p.m. worked for the board members present.

A motion was made by Chair Lentz, seconded by Treasurer Carr to approve a change in the DMO Board of Directors Meeting time from 3:00 p.m. to 1:00 p.m.

Ayes: 5 Treasurer Carr, Member Ellison, Chair Lentz, Member Steenson, Member Vazquez

Absent: 3 Member Granter, Member Nader, Member Sullivan

Abstain: 1 Member Wandling

No further action was taken due to technical issues.

6. Chief Executive Officer Monthly Update.

- 6A. Monthly Sales Report June
- 6B. Staffing Update
- 6C. Monthly Accomplishments and Priorities

This item was not discussed due to technical issues.

7. Marketing Update

This item was not discussed due to technical issues.

COMMITTEE UPDATES

8. Committee Updates

This item was not discussed due to technical issues.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Vice-Chair Wandling adjourned the meeting at 4:18 p.m.

The next regularly scheduled meeting is on **September 21, 2023, at 3:00 p.m.**