



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

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**September 27, 2023, 3:00 p.m.  
Santa Clara Convention Center  
5001 Great America Parkway  
Santa Clara, CA 95054  
Meeting Room 203**

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*Attendees can participate remotely via Zoom: <https://us06web.zoom.us/j/88192383520>  
Meeting ID: 881 9238 3520 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Lentz called the meeting to order at 3:09 p.m.

**ROLL CALL**

Present: Kelly Carr, OVG360  
Lorne Ellison, Levy Restaurants  
Catherine Lentz, Forty-Niners Stadium Management Company (Joined online)  
Sean Steenson, Delta Hotels Santa Clara  
Chris Sullivan, Santa Clara Marriott  
Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Barb Granter, California's Great America  
Nadine Nader, City of Santa Clara  
Fernando Vazquez, Hyatt Centric Silicon Valley  
Leo Wandling, I.A.T.S.E Local Union 134

A quorum of 5 was met.

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

Chair Lentz made an adjustment to the agenda stating items #2 and #6 are pulled from the agenda.

## **PUBLIC COMMENT**

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

## **CONVENE TO CLOSED SESSION**

The Chair convened to closed session at 3:15 p.m.

1. Chief Executive Officer incentive plan.

## **REPORTS OF ACTION TAKEN IN CLOSED SESSION MATTERS**

Chair Lentz reported that the board made decisions on the Chief Executive Officer Incentive Plan. Chair Lentz will meet with the Chief Executive Officer to discuss goals.

## **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 – August 17, 2023

**Recommendation:** Note and file the Meeting Minutes.

Item 2 was pulled from the agenda.

3. Action on the FY 2023/24 July Financials.

**Recommendation:** Note and File the FY 2023/24 July Financials.

**A motion was made by Treasurer Carr, seconded by Member Sullivan to note and file the FY2023/24 July Financials.**

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

Absent: 4 Member Granter, Member Nader, Member Vazquez, 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**

### **4. Action to Remove Board Member Fernando Vazquez.**

**Recommendation:** Approve the removal of Board Member Fernando Vazquez due to no longer working within the SCTID boundaries.

**A motion was made by Treasurer Carr, seconded by Member Sullivan to approve the removal of Board Member Fernando Vazquez due to no longer working within the SCTID boundaries.**

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

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

### **5. Action on the Interim DMO Travel and Entertainment Policy.**

**Recommendation:** Approve and authorize the CEO to implement the proposed DMO T&E Policy prior to the presentation and approval of the Financial SOP Packet.

The board members discussed that they were familiar with the proposed Travel and Entertainment (T&E) policy and were ready to make a motion.

**A motion was made by Treasurer Carr, seconded by Member Steenson to approve and authorize the CEO to implement the proposed DMO T&E Policy prior to the presentation and approval of the Financial SOP Packet.**

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

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

6. Action on a Request for Additional Marketing Funds to Hire a Marketing Agency.

**Recommendation:** Authorize Discover Santa Clara's® Director of Marketing additional marketing dollars from the fund for up to and not to exceed \$131,500 for FY 2023/24. These funds would be utilized to hire a marketing agency to carry out the various projects detailed in this staff report and complete the ecosystem of initiatives.

Item 6 was pulled from the agenda.

7. Discussion and Action on a Start Date of the New Board of Directors Meeting Time.

**Recommendation:** Approve the start date of the Board of Directors' new regular meeting time of 1:00 p.m., to begin with the November 2023 meeting.

Beverly Corriere reported that the discussion to approve the start date of the new meeting time was interrupted at the last board meeting due to technical issues. The meeting time change to 1:00 p.m. was approved and the regular board meetings will continue to meet on the third Thursday of each month.

**A motion was made by Member Sullivan, seconded by Treasurer Carr to approve the start date of the Board of Directors' new regular meeting time of 1:00 p.m., to begin with the November 2023 meeting.**

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

Absent: 4 Member Granter, Member Nader, Member Vazquez, Vice-Chair Wandling

8. Chief Executive Officer Monthly Update.

Secretary Lawson provided an update referencing the board packet presentation on the following topics:

8A. Monthly Sales Report July

Secretary Lawson reviewed the sales activity for July and reviewed the KPI Dashboard.

8B. Staffing Update

Luz Chatman welcomed Sherry Bastani, Convention Sales Manager.

8C. Monthly Accomplishments and Priorities

Luz Chatman reported on the accomplishments and priorities of the sales team. Secretary Lawson summarized the accomplishments and priorities of the administration team.

## 9. Marketing Update

Katelyn Studebaker referenced the board packet presentation and provided an update on the following marketing topics:

- Beyonce concert
- Social Media
- Content
- Tradeshows
- Collateral and Branding

## COMMITTEE UPDATES

### 10. Committee Updates

## GENERAL ANNOUNCEMENTS

## ADJOURNMENT

The meeting adjourned at 5:09 p.m.

The Annual Meeting is scheduled for **October 19, 2023, at 1:00 p.m.**