



SANTA CLARA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING MINUTES

November 29, 2022

9:00 AM

Virtual Meeting

Discover Santa Clara® has implemented methods for the public to participate remotely.

The public can participate remotely via Zoom: <https://us06web.zoom.us/j/84745328049>.
Meeting ID: 847 4532 8049 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Chair Hodges called the meeting to order at 9:04 a.m.

ROLL CALL

Present: 4

Justin Hart, AC Hotel Santa Clara
Eron Hodges, Hyatt Regency Santa Clara
Sean Steenson, Delta Silicon Valley
Christopher Sullivan, Marriott Santa Clara

Absent: 7

Miriam Arreola, Avatar Hotel
Bridgette Burns, TownPlace Suites by Marriott
Kevin Dominguez, Element Santa Clara (Joined at 9:27 a.m.)
Nicole Hausner, Embassy Suites Santa Clara
Kevin Hurley, Hyatt House
Farshad Mayelzadeh, Hilton Santa Clara
Fernando Vasquez, Hyatt Centric Santa Clara Silicon Valley

In Attendance

Beverly Corriere, Discover Santa Clara®
Dan Fenton, JLL
Christopher Hamilton, Levy Restaurants
Christine Lawson, Discover Santa Clara®
Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara

PUBLIC COMMENT

For public comment on items on the Agenda that is within the subject matter jurisdiction of the SCTID.

CONSENT AGENDA

Matters listed in the Consent Agenda section will be considered routine by the SCTID 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 SCTID, 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:

- Santa Clara Tourism Improvement District – March 22, 2022
- Santa Clara Tourism Improvement District – April 26, 2022
- Santa Clara Tourism Improvement District – May 24, 2022
- Santa Clara Tourism Improvement District – June 28, 2022
- Santa Clara Tourism Improvement District – August 23, 2022
- Santa Clara Tourism Improvement District – September 27, 2022
- Santa Clara Tourism Improvement District – October 25, 2022

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

This item is reserved for persons to address the SCTID on any matter not on the agenda that is within the subject matter jurisdiction of the SCTID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The SCTID 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. Review of Discover Santa Clara® Q1 Financial Report.

Christine Lawson, CEO, reported on the Q1 Financial Report:

- Variances in the expenses are due to hiring staff and the DMO has not spent money on conference attendance since staff were recently hired.
- The DMO is promoting open positions.
- The DMO is developing a list of tradeshow to attend.
- The DMO is meeting with We The Creative to prepare for its first Email marketing campaign. The timing will be based upon securing the DMO Email Marketing Platform and the DMO is currently considering ACT-ON.

Chair Hodges asked for clarification of the subscription services overage. CEO Lawson reported the overage was due to a timing issue. Q2 was invoiced in Q1.

3. Review of Discover Santa Clara® Monthly Progress Report for September 2022.

Dan Fenton reported on the progress report for September:

- There were five tentatives added to the P1, and P2s.

- There were 17 definites and 28 moved to tentative.

CEO Lawson reported that Eddie Ryan is working hard and had a loss to Arizona in January 2023. Chair Hodges asked for feedback and commented on listing out PIs with a rating and potential, also add a calendar for need periods to have a visual to target as a group. CEO Lawson will ask Juliet Velazquez, JLL, for feedback about information to be included in the packet JLL creates.

4. Update on Discover Santa Clara® Staffing Plan.

CEO Lawson reported on the Staffing Plan:

- The DOS position is posted on LinkedIn, Indeed and she is reaching out to her network.
- CEO Lawson tweaked the DOS job description to enhance the sales focus and is researching third-party assistance to help with hiring.
- Creating a longer term 3-year staffing plan
- Marwa Abubakr, the contracted Data Analyst, will stay with the DMO through August. The DMO will be including the Data Analyst position in the budget as a staff position.

5. Marketing Updates

CEO Lawson reported the Marketing Update:

- We The Creative Marketing firm is creating an email template for the marketing campaign. The DMO is looking at email platforms and is considering Simpleview and Act-On.
- The plan is to launch in February with a branded sales template and RFP template.

6. Discussion on the Santa Clara Tourism Improvement District Meeting Schedule for Calendar Year 2023.

Chair Hodges commented that the TID needs to schedule meetings for 2023. Nancy Thome said she and Beverly will reach out to hotels to see if there is a better time to meet. Eron Hodges canceled the December 27, 2022 meeting due to the holidays and lack of availability for members to attend.

GENERAL ANNOUNCEMENTS

Ruth Mizobe Shikada reported that she is taking actions to Council next Tuesday to convey the ground lease project started in 2013.

ADJOURNMENT

The meeting adjourned at 9:39 a.m. The next regular scheduled meeting is to be determined.