



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
MEETING MINUTES**

---

**April 27, 2023, 3:00 PM  
Hilton Santa Clara, Yosemite Room  
4949 Great America Parkway  
Santa Clara, CA 95054**

---

**CALL TO ORDER**

Chair Sullivan called the meeting to order at 3:04 p.m.

**ROLL CALL**

**Present: 3** Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley  
Farshad Mayelzadeh, Hilton Santa Clara  
Chris Sullivan, Marriott Santa Clara

**Absent: 8** Justin Hart, AC Hotel Santa Clara  
Miriam Arreola, Avatar Hotel Santa Clara  
Kevin Dominguez, Element Santa Clara  
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley  
Kevin Hurley, Hyatt House Santa Clara  
Fernando Vasquez, Hyatt Centric Silicon Valley  
Bridgette Burns, TownePlace by Marriott  
General Manager (TBD) Hyatt Regency

Quorum not met.

In Attendance:

Beverly Corriere, Discover Santa Clara®  
Christine Lawson, Discover Santa Clara®  
Dan Fenton, Jones Lang LaSalle  
Christopher Hamilton, Levy Restaurants  
Nancy Thome, City of Santa Clara  
Kelly Carr, Santa Clara Convention Center

**PUBLIC COMMENT**

For public comment on items on the Agenda that is 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 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:**

Santa Clara Tourism Improvement District – January 26, 2023

Santa Clara Tourism Improvement District – February 23, 2023

Santa Clara Tourism Improvement District – March 23, 2023

**Recommendation:** Note and file the Minutes of the Santa Clara Tourism Improvement District, January 26, 2023, February 26, 2023, and March 23, 2023.

**2. Action on the Discover Santa Clara® Financial Report – February 2023.**

**Recommendation:** Note and File the Discover Santa Clara® Financial Report for February 2023.

There was no quorum.

**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.

Dan Fenton reported that the City and the SCTID had previously discussed an increase in the TOT to place on a ballot measure. The ballot measure passed increasing the TOT up to 4% which at the time, the City of Santa Clara only raised the TOT to 2%. The City is currently contemplating the increase of an additional 2% to 4%. The current TOT is 11.5%. With the potential increase to 13.5% and inclusive of the CFD (2%) and SCTID Assessment (2%), the SCTID Taxes/Assessment would place Santa Clara at 17.5% which is at the top of the range when compared to other competing cities. The TOT discussion will be an agenda item for the next meeting.

**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

**3. Discover Santa Clara® FY 2023/24 DMO Budget Overview**

Chief Executive Officer (CEO) Lawson reported that the DMO Budget was presented to and approved by the DMO Board of Directors on April 20, 2023. CEO Lawson gave an overview of the current state of the DMO and its future focus with key areas to include building a strong team, field sales, relationship building, marketing, and public relations. CEO Lawson

explained that the budget is developed by five program areas Convention Sales, Incentives and Services, Marketing and Communications, Administration, Contingency, and City Administrative Fees. CEO Lawson added that the DMO fund balance is budgeted with a 40% reserve to protect the DMO. CEO Lawson gave a summary of the budget which includes a total of 8 FTEs in the FY 2023/24 budget.

#### 4. Discover Santa Clara® FY2023/24 DMO KPIs Overview

CEO Lawson reported that the FY 2023/24 KPIs reflect a reduction from FY 2022/23 to reflect realistic goals more accurately. The number of prospects listed in the KPIs is the active number of qualified prospects being worked on by the DMO sales team. The conservative target numbers are to have an attainable goal that is realistic.

#### 5. CEO Update

##### 5A. Review of Discover Santa Clara® Sales Report for March 2023

CEO Lawson reported that there were current active prospects of 50 P1-P2s, 149 P3s, 165 P4s, and 362 P5s. The sales team was actively researching 269 P1-P2s, 0 P3s/P4s/P5s, new prospects 3 P1-P2s, 7 P3s, 9 P4s, 50 P5s, new tentatives 3 P1-P2s, 4 P3s, 5 P4s, 22 P5s, and new definites 0 P1P2s, 2 P3s, 2 P4s, 19 P5s.

##### 5B. Staffing Update

CEO Lawson reported that Katelyn Studebaker is the new Director of Marketing and will begin on May 3, 2023. The DMO is working with Searchwide Global on the open position for a Director of Sales and had interviews with four candidates. The Sales Manager position recruitment is also in process. The goal for the Manager of Sales Systems and Strategy is to start by September 1, 2023.

##### 5C. Marketing Update

CEO Lawson reported that the social media posts are getting impressions and with Google Ads campaign in April will have an impact on the website. People are signing up on the DMO website landing page. The DMO email platform ACT-ON is in process and content is being developed for the email campaign in mid-May. The DMO is working on a marketing campaign for the Taylor Swift Eras concert. This framework could be used for future big-name concerts.

### **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The meeting adjourned at 4:38 p.m.