



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING MINUTES**

**May 25, 2023, 3:00 PM
Delta Hotels by Marriott
Santa Clara Silicon Valley
2151 Laurelwood Road
Santa Clara, CA 95054
Meeting in Salon 3**

CALL TO ORDER

Chair Sullivan called the meeting to order at 3:05 p.m.

ROLL CALL

Present: 3 Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Chris Sullivan, Marriott Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley

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
Farshad Mayelzadeh, Hilton Santa Clara
Kevin Hurley, Hyatt House Santa Clara
Erin Henry, Hyatt Regency
Bridgette Burns, TownePlace by Marriott

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

Special Order of Business

1. Introduction of DMO Board of Directors new members Sean Steenson, Delta Hotels, and Fernando Vazquez, Hyatt Centric Silicon Valley.

Christopher Hamilton introduced newly appointed DMO Board members Sean Steenson, GM of Delta Hotels and Fernando Vazquez, GM of Hyatt Centric Silicon Valley.

2. Introduction of Katelyn Studebaker, Director of Marketing

Chief Executive Officer (CEO) Lawson introduced Katelyn Studebaker, Director of Marketing, Discover Santa Clara®.

3. Introduction of Lorne Ellison, General Manager of Levy Restaurants.

Christopher Hamilton introduced Lorne Ellison, General Manager of Levy Restaurants.

PUBLIC COMMENT

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

No public comments.

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.

4. 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

Santa Clara Tourism Improvement District – April 27, 2023

Recommendation: Note and file the Minutes of the Santa Clara Tourism Improvement District, January 26, 2023, February 26, 2023, March 23, 2023, and April 27, 2023.

5. Action on the Discover Santa Clara® Financial Report – March 2023.

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

6. Review of the FY 2022/23 3rd Quarter Financial Report.

Recommendation: Note and File the FY 2022/23 3rd Quarter Financial Report

7. Action on Discover Santa Clara's® FY 2022/23 3rd Quarter Report.

Recommendation: Note and File Discover Santa Clara's® FY 2022/23 3rd Quarter Report.

There was no action on the Consent Agenda as 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.

No public presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

8. Santa Clara Tourism Improvement District/Silicon Valley Santa Clara DMO, Inc. Overview by Nancy Thome, City of Santa Clara, and Dan Fenton, Jones Lang LaSalle (JLL).

Nancy Thome and Dan Fenton presented an overview of the background and formation of the SCTID and the Management District Plan referencing the highlights in the PowerPoint.

- Governance
- District Boundary
- District Assessment Formula
- Budget and Services
- District Term

9. Transient Occupancy Tax Comparison Presentation by Dan Fenton, JLL.

Dan Fenton share that a ballot measure to increase the TOT up to 4% was passed by voters. At the time, the City stepped into the increase and only increased the TOT by 2%. The City is currently contemplating the increase of an additional 2% to reach the 4% maximum. 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 comparable cities in California. Nancy Thome commented that the City Council had not yet voted on the potential TOT increase and she would send out the budget session dates in which this would be discussed.

10. CEO Update

- 10A. Review of Discover Santa Clara® Sales Report for April 2023

CEO Lawson reported that there were Current Active Prospects of 50 P1/P2s, 149 P3s, 165 P4s, and 362 P5s, Actively Researching 267 P1/P2s, 0 P3s/P4s/P5s, New Prospects 5 P1/P2s, 3 P3s, 6 P4s, 22 P5s, New Tentatives 5 P1/P2s, 3 P3s, 4 P4s, 17 P5s, and New Definites 1 P1/P2s, 3 P3s, 2 P4s, 17 P5s.

10B. Staffing Update

CEO Lawson reported that Searchwide Global was retained to recruit the Director of Sales. An offer was extended to a candidate, and a target start date is June 19, 2023. Katelyn Studebaker, Director of Marketing, started on May 3, 2023. The DMO is working on solidifying the Manager, Sales Systems & Strategy, and Marketing Coordinator roles. The search for an additional Sales Manager is in process.

10C. Marketing Update

CEO Lawson reported that there is a continued cadence of social media posts. The email platform ACT-On is in process and integration with the website is being finalized. The Google Ads campaign is in progress.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:32 p.m. The next regularly scheduled meeting is on June 22, 2023 at 3:00 p.m.