



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
MEETING MINUTES

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March 16, 2023, 3:00 p.m.  
Santa Clara City Hall  
1500 Warburton Avenue  
Santa Clara, CA 95050  
City Manager's Office Staff Conference Room

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**CALL TO ORDER**

Vice-Chair Lentz called the meeting to order at 3:08 pm.

**ROLL CALL**

Present: Kelly Carr, OVG360  
Christopher Hamilton, Levy Restaurants  
Catherine Lentz, Forty-Niners Stadium Management Company  
Leo Wandling, I.A.T.S.E Local Union 134  
Eron Hodges, Hyatt Santa Clara  
Nadine Nader, City of Santa Clara  
Christine Lawson, Discover Santa Clara® (Ex-Officio)  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

**Absent:** Barb Granter, Great America (Joined at 3:36 pm)

Quorum Met: 6

**Attendance:** Beverly Corriere, Discover Santa Clara®  
Dan Fenton, Jones Lang Lasalle  
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 Board.

No public comments.

**CONVENE TO CLOSED SESSION**

1. Discussion on Employee Goals for Evaluation

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

No reportable action.

## **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.

### **2. Action on the Minutes of:**

- Discover Santa Clara® Board of Directors – February 16, 2023

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

### **3. Action on the FY2022/23 January and Q2 Financial Reports.**

**Recommendation:** Note and file January and Q2 Financial Reports.

### **4. Action on the FY2022/23 Q2 Report**

**Recommendation:** Note and file Q2 Report.

**A motion was made by Treasurer Carr, seconded by Member Wandling to approve the Consent Calendar.**

Ayes: 6      Treasurer Carr, Member Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

Noes: 0

Abstain: 0

## **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**

### **5. Discussion and Appointment of a New Chair and Vice Chair.**

**Recommendation:** Appointment of Officers to serve the remainder of terms until the election of new Officers to the Board of Directors in October 2023.

Vice-Chair Lentz stated that she is willing to serve the remainder of the term as Chair. Treasurer Carr asked Member Wandling if he would serve as Vice-Chair for the remainder of the term and Member Wandling affirmed that he would serve the remainder of the term as Vice-Chair.

**A motion was made by Treasurer Carr, seconded by Member Hamilton to approve and confirm appointment of Catherine Lentz to serve as Board Chair and Leo Wandling to serve as Vice-Chair for the remainder of the term until the election of new Officers to the Board of Directors in October 2023.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Chair Hodges,  
Vice-Chair Lentz, Member Nader, Member Wandling

Noes: 0

Abstain: 0

6. Action on an invoice to Authorize the Chief Executive Officer to Become a Member of San Francisco Travel.

**Recommendation:** Approve and authorize the Chief Executive Officer to execute an invoice to join San Francisco Travel's Inclusive Annual Membership Program pro-rated for 9 months which will initiate once the invoice is signed; April – December 2023.

Secretary Lawson reported on the benefits of San Francisco Travel membership. Member Nader asked if San Jose was a member. Secretary Lawson reported that a majority of DMOs are members.

**A motion was made by Vice-Chair Wandling, seconded by Member Nader to authorize Secretary Lawson to execute an invoice to join San Francisco Travel's Inclusive Annual Membership Program pro-rated for nine months which will initiate once the invoice is signed; April 2023 – December 2023.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
Chair Lentz, Member Nader, Vice-Chair Wandling

Noes: 0

Abstain: 0

7. Action to Approve the Revised Booking Policy.

**Recommendation:** Approve the Revised Booking Policy so that the DMO can implement the updated lead strategy.

Secretary Lawson reported on the history of meetings during her tenure. The DMO needs exposure to get ahead of business. The market is still unstable. The Santa Clara

Convention Center sales team does not have the time to handle the current P3 leads. The DMO suggests the window is brought down so the DMO sales team may take the top P3 leads which is a change from the original booking policy. Secretary Lawson reviewed and compared the original policy against the new policy. The policy will evolve as business and staffing grow.

Dan Fenton commented that this will still benefit hotels because this change will still drive demand.. Secretary Lawson added that as the DMO adds more sellers the DMO will divide leads by segments. Vice-Chair Wandling asked for the timeline for the policy. Treasurer Carr replied that the policy would be in effect for 15 months but would be reviewed twice yearly. Member Hodges said that the Hyatt Regency is not in agreement with the policy and has a different booking window that would not apply per the Hyatt Regency's lease agreement. Secretary Lawson said she would discuss the ballroom with the Director of Sales if a booking was in conflict.

**A motion was made by Treasurer Carr, seconded by Vice-Chair Wandling to approve the Revised Booking Policy and the DMO Board will review the revised policy every six months until the end of FY 2023/24 and that the Hyatt Regency Ballroom lease agreement supersedes the Revised Booking Policy.**

Ayes: 7                      Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
Chair Lentz, Member Nader, Vice-Chair Wandling

Noes: 0

Abstain: 0

8. Action to Approve Resolution 2023-002 to Hold Hybrid DMO Board of Directors Meetings.

**Recommendation:** Approve Resolution 2023-002 to Hold Hybrid DMO Board of Directors Meetings as needed and in compliance with AB 2249.

Beverly Corriere reported on the history of the DMO's use of Video conferencing as it aligned with the Governor's emergency order due to the pandemic. With the emergency order ending there are options under the Brown Act to allow Board members to participate remotely under certain circumstances. At the February 16, 2023 DMO Board meeting, there was a discussion to have the option to have hybrid meetings. The DMO Board must meet the requirements under AB 2249 which pose logistical challenges, but if the DMO Board plans to have a Hybrid meeting the DMO will post a link in advance of the meeting according to the Brown Act time requirements.

**A motion was made by Member Hodges, seconded by Member Hamilton to approve Resolution 2023-002 to hold hybrid DMO Board of Directors Meetings as needed and in compliance with AB 2249.**

Ayes: 6                    Treasurer Carr, Member Granter, Member Hamilton, Member Hodges,  
                                  Chair Lentz, Member Nader  
Noes: 1                    Vice-Chair Wandling  
Abstain: 0

**9. Chief Executive Officer Monthly Update.**

- 9A. February Activity Report
- 9B. Staffing
- 9C. Marketing
- 9D. Trade Show Booth and Tools
- 9E. Visit California Conference

Secretary Lawson reported and provided an overview of the Sales numbers by event priority type. There are 50 current active P1-P2s, 146 P3s, 164 P4s and 337 P5s. The DMO is actively researching 269 P1-P2s, has new prospects 6 P1-P2s, 3 P3, 10 P4, 58 P5; new Tentatives 6 P1-P2s, 3 P3, 3 P4, 20 P5 and new Definites 0 P1-P2a, 3 P3, 5 P4, 18 P5. Eddie Ryan is actively working on six calls, and some are big groups.

An offer was extended to a candidate for the role of Director of Marketing. Searchwide is reviewing candidates for the Director of Sales role. The DMO is still searching for a Sales Manager. Secretary Lawson gave an update on the salary ranges for the Sales Manager role as part of her due diligence.

Marketing social media posts are ongoing with a mixture of the Santa Clara Convention Center, hotels, and the City of Santa Clara. The DMO will be creating a gallery of City, hotel and convention center images to pull from for use on the website. Secretary Lawson is working with the Google Ads team and adding visitor names and addresses to the website landing page by offering a Download top 10 Meeting Trends.

Trade Show booth RFP was sent out.

Secretary Lawson attended the Visit California Outlook Forum. Dan Fenton was a speaker at the Forum. There was a lot of discussion about recession and positive talk about pent-up demand. Groups and meetings are coming back. There were conversations about working from home and challenges. There was a discussion about sustainable tourism, nostalgia tourism, workcation tourism, and family time tourism with attention to personalization and experience. Luxury travel will flatten with a trend to go back to hotels. Member Shikada asked how to broaden perspective since groups are not coming back as quickly as needed. Secretary Lawson said the website will add more destination information. The DMO will have a branding session to develop an elevator speech for leisure, events, and meetings which are driven by destination.

**COMMITTEE UPDATES**

## 10. Nominating Committee Update

Member Hamilton reported that candidate interviews are being scheduled for the vacancies on the Board of Directors.

## **GENERAL ANNOUNCEMENTS**

### 11. Board Changes

Treasurer Carr provided a history of working with Chair Hodges and his important accomplishments in developing the DMO.

Chair Hodges was commended for work with the City and partners in helping lead the efforts and the Tourism Improvement District to where it is today.

## **ADJOURNMENT**

The meeting Adjourned at 5:01 pm. The next regularly scheduled meeting is on **April 20, 2023, at 3:00 p.m.**