



**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING MINUTES**

**January 26, 2023, 9:00 AM
Marriott Santa Clara, Grand Ballroom A&B
2700 Mission College Blvd., Santa Clara, CA 95054**

CALL TO ORDER

Chair Hodges called the meeting to order at 9:09 a.m.

ROLL CALL

Present: 7 Miriam Arreola, Avatar Hotel Santa Clara
Sean Steenson, Delta Hotel by Marriott Santa Clara Silicon Valley
Kevin Dominguez, Element Santa Clara
Kevin Hurley, Hyatt House Santa Clara
Eron Hodges, Hyatt Regency
Christopher Sullivan, Marriott Santa Clara
Fernando Vasquez, Hyatt Centric Silicon Valley

Absent: 4 Justin Hart, AC Hotel Santa Clara
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley
Farshad Mayelzadeh, Hilton Santa Clara
Bridgette Burns, TownePlace by Marriott

Quorum Met: 7

In Attendance:

Christine Lawson, Discover Santa Clara®
Beverly Corriere, Discover Santa Clara®
Dan Fenton, JLL
Christopher Hamilton, Levy
Kelly Carr, OVG

PUBLIC COMMENT

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

None

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 – 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
- Santa Clara Tourism Improvement District – November 29, 2022

A motion was made by Member Sullivan, seconded by Member Steenson to approve the Consent Calendar. Motion passed 7 – 0.

Ayes: 7 Member Arreola, Member Steenson, Member Dominguez, Member Hurley, Chair Hodges, Member Sullivan, Member Vasquez

Absent: 4 Member Hart, Member Hausner, Member Mayelzadeh, Member Burns

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

2. Review of Discover Santa Clara® November 2022 Financial Report

Kelly Carr reported on the November 2022 Financials. The DMO is under budget at 37% of the budgeted expenses. The DMO is over on payroll due to the number of pay periods. Overages for items not originally budgeted, taxes for prior years, and prepaid expenses carried over to this year. The TID numbers are higher than expected.

Member Sullivan asked if there was attendance at tradeshow. He would like a list of tradeshow we will be attending. CEO Lawson reported that the DMO did not attend in 2022, and we are putting together a tradeshow booth and a list of tradeshow.

3. Review of Discover Santa Clara® Sales Report for November

CEO Lawson reported 50 current active PIP2s, Actively Researching 272, New Prospects 2 PIP2s, 4 P3s, 8 P4s, 31 P5s, New Tentatives are 2 P1,P2s, 2 P3s, 2 P4s and 12 P5s. New Definites 0 PIP2s, 0 p3s, 4 P4s, 11 P5s.

Member Sullivan asked how one sales manager can handle 500 leads. CEO Lawson commented that Ariel and Elaine handle P3s, P4s, and P5s. Eddie handles P1, and P2s. The DMO needs more staff and currently, she assists with sales. The DMO is working on some big clients. At the November 8 meeting, there was a request for more information and a request for lost business. The DMO lost business to Arizona and Moscone. The DMO is adding this information to the reports. The DMO would like to hear back from the General Managers to make sure everyone is getting what they need.

Member Sullivan asked if the DMO needs help from the sales organization. CEO Lawson said the DMO has not needed that yet but will utilize this more. Member Sullivan said much of the information is already public. CEO Lawson agreed that there is the same information in CVENT.

4. Staffing Update

CEO Lawson reported that the FY 2022/23 budget supports a Director of Sales and another Sales Manager. The DMO Board approved the use of a recruiting firm to assist with hiring a Director of Sales. CEO Lawson will continue to interview candidates for Sales Manager. CEO Lawson has drafted two versions of an organizational structure and she is currently handling the marketing role.

Chair Hodges asked if there is any feedback from the Santa Clara Tourism Improvement District. If anyone has any recommendations please put them forth.

Dan Fenton asked if there were material changes in salary. Member Sullivan reported yes. There was a discussion about the competitive market for sales staff.

5. Update on Current Marketing Efforts and ACT-On Contract

CEO Lawson reported that Act-On is the DMO's marketing email platform after using Mailchimp. Simpleview is the DMO's CRM which has an integrated email platform which is Act-On. In February, the DMO will begin testing with Google Ads and will include eight posts, with branded tag lines to see what kind of feedback is received by the DMO. After testing, and Once Act-On is running the DMO will start the ad campaign in March.

CEO Lawson reported that eight posts are going to hit all areas to test. The DMO will be building out more of the destination. Member Sullivan asked if the DMO will address Silicon Valley to reduce confusion between Santa Clara and Santa Clarita. CEO Lawson reports that the DMO is not addressing Silicon Valley at this point but can explore and expand on Silicon Valley addition.

6. Update on January 20th Sales Offsite with DSC, OVG, and Levy

CEO Lawson reported that the goal of the meeting was that there is an overlap with OVG, Levy, and the DMO. The group met as a team and talked about processes, the lifecycle of a lead, and how the team is utilizing the current talent. This was foundational in terms of all of the team members being clear and aligned with how the DMO is approaching business. Christopher Hamilton commented they discussed how they are aligned and how they are going to showcase business and how they position Santa Clara as a destination. Kelly Carr commented on the process and how the team can improve by understanding the hotel side. Dan Fenton said that OVG, DMO, and Levy all have common metrics used to determine success.

7. February 2nd Booking Strategy and Group Threshold Follow-Up Meeting

CEO Lawson reported that the DMO did not get to the priority and booking strategy from the previous meeting and that they need more information. The DMO will present ideas and then have a discussion. The DMO will have some "What if" scenarios and how they will manage them.

8. Discuss and Approve the Santa Clara Tourism Improvement District (SCTID) Meeting Schedule for Calendar Year 2023.

Chair Hodges said the SCTID needs six hotels out of the 11 to vote and have a Quorum. Member Sullivan asked if they could change the bylaws to allow a designated staff member to vote on the GM's behalf. The original contemplation was that the General Managers vote and provide input on big items. Chair Hodges commented that the City of Santa Clara represents the DMO as its fiscal agent. Dan Fenton commented that the flow chart shows that changes go through the DMO Board.

Beverly Corriere commented on the schedule change to Thursday for the Special Meeting in hopes of getting more participation. The Santa Clara Tourism Improvement District was successful in reaching a Quorum. If Thursday is a better day for the SCTID meetings then we should consider that as a regular meeting day.

The Santa Clara Tourism Improvement District members discussed and agreed that Thursday is a better day to meet. The group agreed that an afternoon meeting is preferred. The 4th Thursday at 3:00 pm is what the SCTID recommended.

A motion was made by Member Steenson, seconded by Member Hurley to approve the calendar schedule, meeting monthly on the 4th Thursday of each month at 3:00 p.m. Motion passed 7 – 0.

Ayes: 7 Member Arreola, Member Steenson, Member Dominguez, Member Hurley, Chair Hodges, Member Sullivan, Member Vasquez

Absent: 4 Member Hart, Member Hausner, Member Mayelzadeh, Member Burns

GENERAL ANNOUNCEMENTS

- Update on World Cup 2026

Chair Hodges reported on the hosting of World Cup 2026 along with Mexico and Canada. The planning process will start in March. Starting mid-May of 2026 to mid-July 2026 there will be four to six competitive matches at Levi's Stadium. Chair Hodges will have conversations with the City of Santa Clara for the Related SC timeline to see how it lines up with the World Cup 2026.

ADJOURNMENT

Adjourn at 10:15 a.m. The next regularly scheduled meeting is March 23, 2023, at 3:00 p.m.