



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

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October 25, 2022

10:00 AM

Virtual Meeting

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

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/84259811159>.  
Meeting ID: 842 5981 1159 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Eron Hodges called the meeting to order at 10:05 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, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Farshad Mayelzadeh, Hilton Santa Clara  
Nicole Hausner, Embassy Suites  
Kevin Hurley, Hyatt House  
John Gennuso, Hyatt Centric Santa Clara Silicon Valley

A quorum was not met.

**In Attendance**

Nancy Thome, City of Santa Clara  
Dan Fenton, JLL  
Beverly Corriere, Discover Santa Clara®  
Kelly Carr, OVG  
Christopher Hamilton, Levy

**PUBLIC COMMENT**

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

**SPECIAL ORDER OF BUSINESS**

1. Introduction of Chief Executive Officer, Christine Lawson.

Eron Hodges introduced the new Chief Executive Officer of the DMO, Christine Lawson. Christine shared that she spent over 20 years in the hotel side of things in sales and catering. Christine added that she is excited to join as she was born in San Francisco and raised in Berkeley.

## **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.*

### **2. 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

There was no quorum.

## **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**

### **3. Review of Discover Santa Clara® Monthly Progress Report for August 2022.**

Dan Fenton reported on the progress for August:

- He has had conversations with Christine on the evolution of monthly reporting.
- There has been a lot of good activity this month. There are 49 P1s and P2s active prospects.
- There are 262 in the research phase.
- There are three new prospects added, no tentatives, no definites.
- There is momentum in the P3-P5 area.
- There has been a change in the sales team; there was a departure this month. Christine is ramping up recruitment efforts.

Christine Lawson reported there are two sales positions available.

#### 4. Marketing Updates.

The marketing brochure that has been finalized was shared. Kelly Carr stated they are having internal conversations about printing and use of the brochures, while they try to customize as much as possible. They may use as a general marketing piece. They will also be doing some updates on the website to reduce the number of stock photos.

Christopher Hamilton shared that are focused on marketing a customizable food experience for potential clients. They are also working on having a cool gallery on the website of food.

#### **GENERAL ANNOUNCEMENTS**

Nancy Thome inquired about the next District meeting scheduled the week of Thanksgiving break. Eron Hodges suggested looking at the prior week, the week of November 14.

Eron Hodges added that a reorientation of the Tourism Improvement District and needs to be done along with the expectations of commitment of the hotels. This would include an overview of the Management District Plan and the Bylaws.

#### **ADJOURNMENT**

The meeting adjourned at 10:29 a.m. The next regular scheduled meeting is on November 22, 2022 at 10:00 a.m.