



**BOARD OF DIRECTORS ANNUAL MEETING
MINUTES
October 21, 2021 | 3:00 p.m.**

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, to prevent the spread of COVID-19, Discover Santa Clara has implemented methods for the public to participate remotely.

*The public can participate remotely via Zoom: <https://zoom.us/j/96354033382>
Meeting ID: 963 5403 3382 or by phone: 1 (669) 900-6833.*

CALL TO ORDER

Chair Hodges called the meeting to order at 3:01 p.m.

ROLL CALL

Present: Pablo Barrera, I.B.T Local Union 853
Kelly Carr, Spectra Venue Management
Joe Eustice, Hilton Santa Clara
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Leo Wandling, I.A.T.S.E Local Union 134

Absent: Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

A quorum of 7 was met.

Attendance: Nancy Thome, City of Santa Clara
Dan Fenton, Jones Lang LaSalle

PUBLIC COMMENT

For public comment on items not 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:

- Discover Santa Clara Board of Directors – September 16, 2021
- Discover Santa Clara Board of Directors – September 20, 2021
- Organizational Hiring Committee – September 27, 2021

Recommendation: Approve meeting minutes and note and file.

A motion was made by Member Nader, seconded by Treasurer Wandling to approve the Consent Agenda. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

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.

There were no public presentations.

GENERAL BUSINESS – ITEMS FOR DISCUSSION

2. Introduction of Anthony Mancuso, Sales Manager.

Chair Hodges introduced Anthony Mancuso. Anthony is coming from Texas and will be in the area this weekend. Anthony is the new convention sales manager and has over 10 years of experience in the industry.

3. Review of FY 2021/22 Q1 Financial Report.

Recommendation: Note and file FY 2021/22 Q1 Financial Report.

Treasurer Wandling reported they have been working with Chip the last three months to get a report that would be easy for the Board to follow. Currently, the DMO is doing well since there has not been a lot of expenditures during the first quarter. Nancy Thome indicated there was an error on the report as an October expenditure was included as a September one and it will be corrected for the next report.

A motion was made by Member Carr, seconded by Member Nader to note and file the FY 2021/22 Q1 Financial Report. The motion passed 6-1.

Aye: 6 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader

Abstain: 1 Treasurer Wandling

4. Action on the Use of Contingency Funds for the Disestablishment of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara".

Recommendation: Recognize that Visit Santa Clara was originally established for the benefit, operation, and furtherance of the TID and its goals and now needs to be disestablished; and Approve the use of contingency funds for fees and services related to the disestablishment of the TID's Corporation Visit Santa Clara.

Chair Hodges reported that in 2018, the hotels contracted with Civitas to establish its own corporation when the Chamber decided that they would no longer provide convention and visitors bureau services. The purpose of Visit Santa Clara was for the same purpose as the DMO today. With the establishment of the current DMO, there is no longer a need for the corporation Visit Santa Clara. The hotels would work with Civitas on the formal disestablishment process and would also work to address any tax filing implications. Nancy Thome clarified that the approval being sought was for the Board to allow the use of DMO contingency funds to support all of Visit Santa Clara's related disestablishment costs. Per the Management District Plan, "Contingency/reserve funds may be spent on District programs or administrative and renewal costs in such proportions as determined by the DMO Board". There is \$15,000 budgeted for contingency.

Member Nader asked why the DMO holds responsibility to dissolve Visit Santa Clara and where would the money come from if the DMO did not cover the costs? Chair Hodges indicated the hotels would be responsible for the related expenses if the DMO did not approve the action.

Dan Fenton reported that in the discussion with Civitas, this action could be considered an administrative or renewal cost and there would be some risk. The case can be made that the intent of Visit Santa Clara was intended for the same goals and purpose as the DMO today.

A motion was made by Secretary Eustice, seconded by Vice-Chair Lentz to recognize that Visit Santa Clara was originally established for the benefit, operation, and furtherance of the TID and its goals and now needs to be disestablished; and approve the use of contingency funds for fees and services related to the disestablishment of the TID's Corporation Visit Santa Clara. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

5. Action on an Agreement with Civitas Advisors for Professional Services Related to the Disestablishment of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara".

Recommendation: Approve and authorize the Chair to negotiate and execute an agreement with Civitas Advisors for professional services related to the disestablishment of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara" not to exceed \$5,000.

Chair Hodges reported that this item is related to the previous action. This is the agreement with Civitas to disestablish Visit Santa Clara.

A motion was made by Treasurer Wandling, seconded by Member Carr to approve and authorize the Chair to negotiate and execute an agreement with Civitas for professional services related to the to the disestablishment of the Santa Clara Tourism Improvement District's Corporation "Visit Santa Clara" not to exceed \$5,000. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

6. Action on Funding Agreement with the City of Santa Clara for Staffing Services not to Exceed \$40,000.

Recommendation: Approve and authorize the Chair to negotiate and execute a funding agreement with the City of Santa Clara for staffing services not to exceed \$40,000.

Chair Hodges reported that Ruth Shikada officially retired from the City. She has been a vital resource to the DMO and can provide continued support to the Board in a consultative capacity. Member Nader added that Ruth could assist with establishing policies before the CEO comes on board.

A motion was made by Treasurer Wandling, seconded by Secretary Eustice to approve and authorize the Chair to negotiate and execute a funding agreement with the City of Santa Clara for staffing services not to exceed \$40,000. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

7. Action on Addendum to the Agreement with Simpleview for Customer Relationship Management (CRM) services.

Recommendation: Approve and authorize the Chair to execute an Addendum to the Agreement with Simpleview for Customer Relationship (CRM) Services to add two additional users.

Nancy Thome reported that there are currently five users/licenses under this Agreement, three for the DMO, one for Spectra and one for Levy. This addendum is to add two

additional users for the DMO for a total of seven. Nancy Thome clarified that Spectra and Levy each pay for its user.

A motion was made by Member Nader, seconded by Secretary Eustice approve and authorize the Chair to execute an Addendum to the Agreement with Simpleview for Customer Relationship Management (CRM) services to add two users and more based on the appropriation of funds approved by the Chair. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

8. Review of Monthly Progress Report for September.

Recommendation: Note and file monthly progress report for September.

Dan Fenton provided an overview of the progress report for September. Updates have been made to the reporting of the prospect numbers. The July and August reports were also re-submitted to include the update.

A motion was made by Member Carr, seconded by Member Nader to note and file the monthly progress report for September. The motion passed unanimously (7-0).

Aye: 7 Member Barrera, Member Carr, Secretary Eustice, Chair Hodges, Vice-Chair Lentz, Member Nader, Treasurer Wandling

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 3:58 p.m. The next regular scheduled meeting is on November 18, 2021 at 3:00 p.m.