

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING – MINUTES**

December 16, 2021, 8:00 a.m.

COVID-19 NOTICE

Pursuant to the provisions of California Governor's Executive Order No. N-29-20, issued on March 17, 2021, to prevent the spread of COVID-19, the Santa Clara Tourism Improvement District has implemented methods for the public to participate remotely.

The public can participate remotely via Zoom: <https://zoom.us/j/97948880849>, Meeting ID: 979 4888 0849 or by phone: 1 (669) 900-6833.

Call to Order

Chair Hodges called the meeting to order at 8:03 a.m.

Roll Call

Present: 5 Joe Eustice, General Manager, Hilton Santa Clara
Peter Hart, General Manager, Embassy Suites
Eron Hodges, General Manager, Hyatt Regency Santa Clara
Sean Steenson, General Manager, Delta Silicon Valley
Christopher Sullivan, General Manager, Marriott Santa Clara

Absent: 6 Bridgette Burns, General Manager, TownePlace Suites by Marriott
John D'Agostino, Interim General Manager, Avatar Hotel
Justin Hart, General Manager, AC Hotel Santa Clara (joined meeting at 8:07 a.m.)
Brent Larkin, General Manager, Plaza Suites
Alan Mass, General Manager, Hyatt House
Susan Garcia, Interim General Manager, Element Santa Clara

In Attendance

Ruth Mizobe Shikada, City of Santa Clara
Nancy Thome, City of Santa Clara
Dan Fenton, JLL
Juliet Vasquez, JLL

Public Comments

Public comment for items not on the Agenda.

There were no public comments.

Consent Calendar

Items listed in the Consent Calendar section are considered routine by the Santa Clara Tourism Improvement District (TID) and will be adopted 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 TID, staff or public. If discussion is requested, that item will be removed from the section entitled Consent Calendar and will be considered under Consent Items Pulled for Discussion.

1. Action on the Minutes of:
 - Santa Clara Tourism Improvement District – July 15, 2021
 - Santa Clara Tourism Improvement District – August 19, 2021
 - Santa Clara Tourism Improvement District – September 16, 2021
 - Santa Clara Tourism Improvement District – October 21, 2021
 - Santa Clara Tourism Improvement District – November 18, 2021
 - Santa Clara Tourism Improvement District – December 2, 2021

Justin Hart joined the meeting at 8:07 a.m.

A motion was made by Christopher Sullivan, seconded by Justin Hart, to approve the Consent Calendar. The motion passed unanimously 6-0.

Consent Items Pulled for Discussion

Public Presentations

This item is reserved for persons to address the TID on any matter not on the agenda that is within the subject matter jurisdiction of the TID. The law does not permit action on, or extended discussion of, any item not on the agenda except under special circumstances. The TID 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 Michael Baker, Sales Manager.

Chair Hodges introduced the new DMO sales manager Michael Baker. Michael Baker shared that he is a former senior events manager from the Moscone Center where he worked the majority of his career, worked at San Mateo Center for about 1.5 year, and then open his own company Michael Baker Events. Chair Hodges added that Michael is working at the Convention Center in a shared space and the sales team is currently touring the hotels.

3. Review of Discover Santa Clara™'s Monthly Progress Report for November 2021.

Dan Fenton reported that with a sales team of four, they continue to focus on prospecting efforts. There were 52 prospects added in November and the DMO sales managers have goals set for new prospects of 40-50 monthly. Chair Hodges indicated that he meets with Michael and Anthony weekly at the hotel. Chair Hodges encouraged other others to meet when they can to discuss business. Dan Fenton added they continue to study lost business and way to combat the losses.

Nancy Thome asked for clarification on page 9 as the FY 21-22 Actuals column is reporting on the number of current reservations on the books, not actual consumed events. It was recommended that the column be titled "contracted".

4. Action on the 2022 Santa Clara Tourism Improvement District Meeting Calendar (the 4th Tuesday of the month at 10:00 a.m.)

Chair Hodges reported feedback was asked from hotels in an effort to increase participation levels at meetings. Peter Hart asked if all hotels provided feedback. Nancy Thome indicated that not all hotels provided feedback however there were at least two that did provide feedback and had conflicts with the current schedule.

A motion was made by Christopher Sullivan, seconded by Peter Hart, to approve the 2022 Santa Clara Tourism Improvement District Meeting Calendar. The motion passed unanimously 6-0.

General Updates

Adjournment

The meeting adjourned at 8:25 a.m. The next regular scheduled meeting is on January 25, 2022 at 10:00 a.m.