



DISCOVER SANTA CLARA™  
BOARD OF DIRECTORS  
REGULAR MEETING MINUTES

February 17, 2022

3:00 p.m.

Virtual Meeting

*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/93406449331>  
Meeting ID: 934 0644 9331 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 3:04 p.m.

**ROLL CALL**

Present: Kelly Carr, Spectra Venue Management  
Barb Granter, Great America  
Eron Hodges, Hyatt Santa Clara  
Catherine Lentz, Forty-Niners Stadium Management Company  
Nadine Nader, City of Santa Clara

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:07 p.m.)  
Joe Eustice, Hilton Santa Clara  
Leo Wandling, I.A.T.S.E Local Union 134  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

A quorum of 5 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.*

Member Barrera joined the meeting at 3:07 p.m. A quorum of 6 was met.

1. Action on the Minutes of:

- Discover Santa Clara™ Board of Directors – December 16, 2021
- Discover Santa Clara™ Board of Directors – January 20, 2022

Recommendation: Approve meeting minutes and note and file.

**A motion was made by Member Nader, seconded by Vice-Chair Lentz, to approve the Consent Agenda.**

**Aye:** 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice-Chair Lentz, Member Nader

**Absent:** 2 Member Eustice, Member 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.*

**GENERAL BUSINESS – ITEMS FOR DISCUSSION**

2. Discussion and action on the potential increase of the Santa Clara Tourism Improvement District assessment to the maximum assessment rate of 2% for FY 2022/23.

Recommendation: Provide direction on the potential increase of the Santa Clara Tourism Improvement District Assessment to the maximum assessment rate of 2% for FY 2022/23.

Chair Hodges reported that in the initial year of the new assessment, the TID assessment rate is 1.5% and there is potential to go up to 2%. Nancy Thome reminded the Board that the percentage and projected revenues are outlined in the Santa Clara Tourism Improvement District Management District Plan which serves as the guiding document for the Board. The document can be found at <https://www.santaclaraca.gov/our-city/departments-a-f/finance/tot-community-facilities-district-tax/tid-assessment>.

Member Shikada asked the Board to take into consideration that the City Council will have two ballot measures in the future. Additionally, are there other options for the TID assessment, such as stepping into it in January. Member Shikada added that while the Board has the decision, they really need to be clear to Council why there would be the need to implement the increase right now.

Member Granter suggested the Board ask the hotels whether there should be an increase

since the hotels are the ones paying into the assessment. Chair Hodges indicated that the hotels initially had wanted to start at 2% and the escalator was a consideration since there was a TOT increase pending at the same time. Chair Hodges added that the hotels are on board with getting to 2% and the Board needs to decide what is in the best interest of the DMO. Chair Hodges added that the occupancy is still severely hindered, the markets around Santa Clara have a larger budget than the DMO, and the hotels do want to start building that to help offset any deficit issues.

Member Nader asked what the impact would be for the DMO if they decided to increase the TID assessment to 2% in January. Nancy Thome indicated that the DMO is currently underbudget and there will be sufficient fund balance for next Fiscal Year operating budget. For the next meeting, Member Nader request information on the current vacancy rate savings and for what expenses are planned through the first part of the next Fiscal Year. Nancy Thome indicated that she can present the preliminary budget at the next meeting.

Member Shikada added that there should also be consideration on what the customer is paying. The current TOT rate is 11.5%, the CFD rate is 3% and the TID is at 1.5% for a total of 16%. Chair Hodges added that the Council can also move up to 4% TOT when they decide the time is right to do so.

Chair Hodges requested that the most updated financial reports and two budgets to compare: proposed budget at 1.5% and proposed budget at 2% be provided at the next meeting.

3. Action on an Agreement with Knowland, an event-tracking and research database subscription service, starting on or about February 28, 2022 and ending on or about February 28, 2023, for a total not-to-exceed amount of \$13,188.00, subject to the appropriation of funds.

Recommendation: Approve and authorize the Chair to negotiate and execute an Agreement with Knowland, an event tracking database subscription service, starting on or about February 28, 2022 and ending on or about February 28, 2023, for a total not-to-exceed amount of \$13,188.00, subject to the appropriation of funds.

Dan Fenton reported that they have been looking at different resources to support sales efforts. Dan indicated that Knowland spends time sourcing events in other locations and maintains a database of hundreds of thousands of events. This resource can help the sales teams source other business. The sales managers could find new business through the database and Knowland can help them do that – in terms of search functionality. JLL and the sales managers have already had several meetings with Knowland. Dan added that he felt the potential return would only be beneficial for the DMO.

Vice-Chair Lentz asked about the client perspective and if a client says it's a private event

not to be posted, that group would then therefore not be accessible. Dan indicated that Knowland would not have access to private information.

Treasurer Carr stated that the sales team needs more resources to find P1s and P2s.

**A motion was made by Member Nader, seconded by Member Barrera to approve, and authorize the Chair to negotiate and execute an Agreement with Knowland, an event tracking database subscription service, starting on or about February 28, 2022 and ending on or about February 28, 2023, for a total not-to-exceed amount of \$13,188.00, subject to the appropriation of funds.**

**Aye:** 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice-Chair Lentz, Member Nader

**Absent:** 2 Member Eustice, Member Wandling

4. Action on an Agreement with Silicon Valley Accounting Solutions for Accounting Services for a term starting on or about March 1, 2022 and ending on or about April 30, 2023 for a total maximum amount not-to-exceed amount of \$18,350, subject to the appropriation of funds, and to execute up to two two-year terms.

Recommendation: Approve and authorize the Chair to negotiate and execute an Agreement with Silicon Valley Accounting Solutions for Accounting Services for a term starting on or about March 1, 2022 and ending on or about April 30, 2023 for a total maximum amount not-to-exceed amount of \$18,350, subject to the appropriation of funds, and to execute up to two two-year terms.

Nancy Thome shared some of the ongoing challenges they have been having with budget tracking and report development with the current firm. Nancy and Dan Fenton had received a couple of referrals from the accounting firm working on Visit Santa Clara's tax returns and both Nancy and Dan met with two firms. Nancy indicated that transitioning to another firm with more resources and capacity would be beneficial for the DMO's growing needs. Dan reported that they, along with Treasurer Carr, have had several meetings with this new firm and feel comfortable they would provide what the current firm has been unable to provide so far. Treasurer Carr indicated that is why there have been no financial reports as he felt it was not at the level it should be at to present to the Board.

Member Nader asked if a procurement process was followed and if there is a contract level in which a formal procurement process needed to be conducted. Nancy indicated the proposed agreement is within the level for an informal process and they followed the same informal process as the first time in which they met with several firms prior to selection.

Nancy Thome shared that the current bookkeeper is aware of the transition as she and Dan met with him Monday in preparation for today's public meeting.

**A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz to approve, and authorize the Chair to negotiate and execute an Agreement with Silicon Valley Accounting Solutions for Accounting Services for a term starting on or about March 1, 2022 and ending on or about April 30, 2023 for a total maximum amount not-to-exceed amount of \$18,350, subject to the appropriation of funds, and to execute up to two two-year terms.**

**Aye:** 6 Member Barrera, Treasurer Carr, Member Granter, Chair Hodges, Vice-Chair Lentz, Member Nader

**Absent:** 2 Member Eustice, Member Wandling

**5. Review of Monthly Progress Report for January 2022.**

Recommendation: Note and file the Monthly Progress Report for January 2022.

Dan Fenton reported there were 68 current P1 and P2 prospects and 3 new ones. Additionally, they have reworked how they are showing the total prospect goal on the slide. Looking at the 390 number (from over 700), the total number of prospects was adjusted since they are currently just ramping up staffing and resources. Dan added they are working on ensuring that the sales managers are qualifying the prospects to make sure they are true P1s and P2s. Looking at lost events, they are looking to overcome the notion of lost business as it relates to COVID. They have also talked about this with the hotels.

Chair Hodges indicated that all the additional resources, Knowland and CVENT, will be helpful to the sales team and that scaling back the total number of prospects is helpful to make the final goal feel attainable.

**GENERAL ANNOUNCEMENTS**

**ADJOURNMENT**

The meeting adjourned at 4:02 p.m. The next regular scheduled meeting is on March 17, 2022 at 3:00 p.m.