



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

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February 22, 2022

10:00 A.M.

Virtual Meeting

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*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, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://zoom.us/j/97763330922>  
Meeting ID: 977 6333 0922 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 10:02 a.m.

**ROLL CALL**

**Present: 5** Kevin Dominguez, Element Santa Clara  
Justin Hart, AC Hotel Santa Clara  
Peter Hart, Embassy Suites  
Eron Hodges, Hyatt Regency Santa Clara  
Sean Steenson, Delta Silicon Valley

**Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Joe Eustice, Hilton Santa Clara  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley  
Kevin Hurley, Hyatt House  
Christopher Sullivan, Marriott Santa Clara (joined at 10:19 a.m.)

**In Attendance**

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

**PUBLIC COMMENT**

*For public comment on items not on the Agenda that is within the subject matter jurisdiction of the SCTID.*

There were no public comments.

**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.*

**1. Action on the Minutes of:**

- Santa Clara Tourism Improvement District – December 15, 2021
- Santa Clara Tourism Improvement District – December 16, 2021
- Santa Clara Tourism Improvement District – February 7, 2022

Action was taken on this item after Agenda Item #3.

**A motion was made by Peter Hart, seconded by Chris Sullivan to approve the Consent Calendar. Motion passed unanimously 6-0.**

**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**

**2. Discussion 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 reminded the members that effective July 2021, the TID assessment changed from \$1.00 per occupied room night to 1.5% of gross revenues, and there is an opportunity to increase to 2% in FY 2022/23.

Ruth Shikada reminded the group to consider that the City recently increased the TOT to 11.5% and that the hotels in north Santa Clara pay an additional 2% as part of the Community Facilities District bringing the total to 13.5%; this would be in addition to the 1.5% assessment. Ruth added that the City does have the ability to increase the TOT an additional 2% (for the maximum of up to 4%) but will not be doing that at this time, and the City is looking at other ballot opportunities in June and November for additional revenue. The first being a change in business tax as it hasn't been changed in years. Something else to consider that Council needs to approve the budget and there will be questions around how the TID hotels feel about this increase.

Chair Hodges stated that this has been discussed with the DMO Board. Sean Steenson expressed some concern that they are competing with other locations and asked how Santa Clara taxes/assessments compare to other locations. Dan Fenton indicated that they could do a quick update comparison with Sacramento, San Jose, San Francisco, San Diego, and Los

Angeles). Justin Hart agreed with Sean and stated that it would be a benefit to be less than the other cities. Peter Hart would like to see the budgetary projections. Dan Fenton added that it will take time to ramp up marketing dollars. Peter Hart stated that if the DMO can be funded at 1.5%, the increase could be done next fiscal year. Nancy Thome reported that the DMO is currently underbudget.

Chris Sullivan joined the meeting at 10:19 a.m.

Ruth Shikada added that they are looking at the April timeframe to have the Board approve so that the budget can also be brought forward to Council before the end of the fiscal year. Eron indicated that they can call a special meeting to further discuss if needed.

### 3. Review of Discover Santa Clara™'s Monthly Progress Report for January 2022.

Dan Fenton reported on the DMO's progress in January:

- The DMO was able to add three P1/P2 prospects in January.
- There were no conversions to definites in the month and they continue to focus on how to increase prospects in the P1 and P2 space.
- From an activity standpoint, there are P3 bookings that do have hotel nights and they anticipate there will be a ramp-up in P3 events in the latter half of the fiscal year which includes hotel nights.
- The DMO has revisited the prospecting goals and with the current staffing adjusted the goal to 390 active prospects.
- There was one P1 contracted but the event cancelled due to the anxiety with COVID.

Eron Hodges added that from the hotel perspective, he meets with the sales managers weekly, and they should be meeting with all the hotels here. Eron added that the DMO now has a logo and are working on branding strategies.

## **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The meeting adjourned at 10:32 a.m. The next regular scheduled meeting is on March 22, 2022 at 10:00 a.m.