



DISCOVER SANTA CLARA™
BOARD OF DIRECTORS
REGULAR MEETING MINUTES

APRIL 21, 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://us06web.zoom.us/j/86214072644>
Meeting ID: 862 1407 2644 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: Barb Granter, Great America
Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Eron Hodges, Hyatt Santa Clara
Catherine Lentz, Forty-Niners Stadium Management Company

Absent: Pablo Barrera, I.B.T Local Union 853 (joined meeting at 3:07 p.m.)
Nadine Nader, City of 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.

1. Action on the Minutes of:

- Discover Santa Clara™ Board of Directors – March 17, 2022

- Discover Santa Clara™ Board of Directors – March 31, 2022

Recommendation: Approve Meeting Minutes and note and file.

Member Barrera joined the meeting at 3:07 p.m.

A motion was made by Treasurer Carr, seconded by Member Granter, to approve the Consent Agenda.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, 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. Action on an Agreement with Jovenville, LLC for Marketing Services for a Term Starting on April 25, 2022 and Ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 Subject to the Appropriation of Funds.

Recommendation: Approve and authorize the Chair to execute an Agreement with Jovenville, LLC for Marketing Services for a term starting on April 25, 2022 and ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 subject to the appropriation of funds.

Chair Hodges shared that the termination notice was served to Lotus. Nancy, Dan, and team have been in communication with Jovenville, LLC.

Vice-Chair Lentz asked if there was a procurement process to select the contractor. Nancy Thome indicated that while the DMO uses the City's procurement process as a guide, there is some flexibility. Jovenville is a vendor that is current with the City of Santa Clara and considering the need for the continuation of services, discussions were initiated with this vendor. Dan Fenton added that they have had good conversations with Jovenville and feel they will be very effective and have a good understanding of the DMO's target group. Secretary Hamilton added that they reviewed the contract to try to eliminate any grey areas that were there with Lotus.

Chair Hodges indicated he hear there were also implementation issues in that the project manager that was promised to the DMO was switched out at the last minutes. Nancy Thome confirmed that to be true.

A motion was made by Treasurer Carr, seconded by Vice-Chair Lentz, to approve and authorize the Chair to execute an Agreement with Jovenville, LLC for Marketing Services for a term starting on April 25, 2022 and ending on April 24, 2023 for a Total Maximum Not-to-Exceed Amount of \$110,000.00 subject to the appropriation of funds.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

3. Action on an Amended and Restated Funding Agreement with the City of Santa Clara for Staffing Services Ending on November 9, 2023 for a Total Not-to-Exceed Amount of \$75,000.00 Subject to the Appropriation of Funds.

Recommendation: Approve and authorize the Chair to negotiate and execute an Amended and Restated Funding Agreement with the City of Santa Clara for staffing services for a total not-to-exceed amount of \$75,000.00 subject to the appropriation of funds.

Chair Hodges introduced this item to allocate additional funds to support Nancy Thome's assistance to the DMO. Nancy Thome indicated that that the City has provided support to the Board since it's incorporation and with the addition of an Administrative Services Manager, the City is seeking for reimbursement for her time provide operational and managerial support effective April 1. Additionally, the contract date was extended by one year. Vice-Chair asked about funds to support this contract. Nancy Thome responded that the DMO has salary savings in the current budget to cover the costs and that costs were included in the proposed FY 2022/23 Operating Budget.

A motion was made by Vice-Chair Lentz, seconded by Member Granter, to approve and authorize the Chair to negotiate and execute an Amended and Restated Funding Agreement with the City of Santa Clara for staffing services for a total not-to-exceed amount of \$75,000.00 subject to the appropriation of funds.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

4. Discussion on the DMO FY 2021/22 Draft Annual Report.

Recommendation: Schedule Special Meeting in one week to finalize and approve FY 2021/22 Annual Report.

Dan Fenton reported that the annual report was reviewed for report requirements based on the Management District Plan. Dan indicated that Vice-Chair Lentz suggested to include lost business report and review other data that should be included. She was also curious to know how information gets shared with the Council. Nancy Thome indicated that updates are provided to the EDCM (Economic Development, Communications and Marketing) Council Committee comprised of Council Members Watanabe, Park and Becker. The EDCM occurs quarterly but the last several had been cancelled and is expected to resume in August. Nancy Thome will send the Board members a copy of the last presentation provided to the EDCM.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Carr, to update the Annual Report as discussed and to schedule a Special Meeting in one week's time to review.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

5. Review of Monthly Progress Report for March 2022.

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

Dan Fenton highlighted the sales prospects in the research queue. The focus has been on how they are doing that research work so they can see how to move them from research to prospect. There are approximately 128 groups in research status; 16 were added in March.

A motion was made by Vice-Chair Lentz, seconded by Treasurer Carr, to note and file the Monthly Progress Report for March 2022.

Aye:6 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz

Absent:2 Member Nader, Member Wandling

6. Discussion on Resuming In-Person Public Meetings.

Chair Hodges indicated that it could be time to start in-person meetings and asked members for feedback. Members agreed that in-person meetings could resume in May and Nancy Thome will send out the schedule requesting meeting host sites.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:08 p.m. The next regular scheduled meeting is on May 19, 2022 at 3:00 p.m.