



SANTA CLARA TOURISM IMPROVEMENT DISTRICT  
REGULAR MEETING MINUTES

APRIL 26, 2022

10:00 A.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, the Santa Clara Tourism Improvement District (SCTID) has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/83788310365>. Meeting ID: 837 8831 0365 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Eron Hodges called the meeting to order at 10:03 a.m.

**ROLL CALL**

**Present: 5** Justin Hart, AC Hotel Santa Clara  
Eron Hodges, Hyatt Regency Santa Clara  
Margie Johnston, Hilton Santa Clara  
Sean Steenson, Delta Silicon Valley  
Christopher Sullivan, Marriott Santa Clara

**Absent: 6** Miriam Arreola, Avatar Hotel  
Bridgette Burns, TownePlace Suites by Marriott  
Kevin Dominguez, Element Santa Clara  
Nicole Hausner, Embassy Suites  
Kevin Hurley, Hyatt House  
Brent Larkin, Hyatt Centric Santa Clara Silicon Valley

**In Attendance**

Ruth Mizobe Shikada, City of Santa Clara (joined meeting at 10:22 a.m.)  
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.*

**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 – March 22, 2022

There was no quorum.

**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. Review of Discover Santa Clara™'s Proposed FY 2022/23 Operating Budget.

Eron Hodges reported that the DMO Board has reviewed and approved the Proposed FY 2022/23 Operating Budget. Nancy Thome provided an overview of the Proposed FY 2022/23 Operating Budget:

- The estimated FY 2021/22 fund balance is approx. \$1.7 million.
- Per the DMO agreement with the City, the DMO must allocate six months of the most recently approved budget which is \$678,001. This was not done for the current fiscal year.
- The projected revenue for FY 2022/23 is \$1.24 million. With the allocation to reserves and the FY 2021/22 fund balance, there would be \$2.27 million available in the fund.
- The updated proposed budget is \$1.7 million and includes fully loaded CEO and administrative services manager positions, increase in salary ranges for the DOS (starting October 2022) and sales manager positions.

Chris Sullivan asked if there was the ability to onboard the DOS position sooner. Eron Hodges indicated that they need to provide the CEO the opportunity to onboard and select the DOS. Nancy Thome added that the Proposed Budget is tentatively scheduled for the City Council's June 7<sup>th</sup> meeting and encouraged hotels to attend to provide public comments.

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

Dan Fenton report that they continue to add prospects with all event types. There were five new P1 and P2 prospects and four proposals were sent out for tentative P1s and P2s. There was added research activity and in March there were 128 that the sales managers identified as meeting P1 and P2 criteria. The addition of the Knowland database as a tool has shown to be beneficial. Dan added that they are still significantly below in terms of the level of active prospects and are working on conversions to tentatives.

4. Follow-up Discussion on the FIFA 2026 Room Allotment Request and FIFA Hotel Agreement.

Eron Hodges stated that he hoped that most were on the call with the FIFA representative and wanted to follow-up on the call to action for hotel room allotments. Eron indicated that everyone should have submitted their room allotments to FIFA by now. Margie Johnson, Justin Hart, and Sean Steenson indicated they all needed to re-confirm. Eron added that the due date was April 23<sup>rd</sup>, and the announcement of host cities is a moving target. The preliminary announcement is tentatively planned for mid-May.

5. Discussion on Resuming In-Person Public Meetings.

Eron Hodges announced that it was time to consider resuming in-person meetings. Nancy Thome indicated that she will be reaching out to hotels for availability to host already scheduled meetings. Nancy added there is a posting requirement at their location when they host to meet the requirements of the Brown Act.

**GENERAL ANNOUNCEMENTS**

It was announced that Brent Larkin has moved on from the Hyatt Centric. There will be a new acting general manager announced.

**ADJOURNMENT**

The meeting adjourned at 10:37 a.m. The next regular scheduled meeting is on May 24, 2022 at 10:00 a.m.