



DISCOVER SANTA CLARA™  
BOARD OF DIRECTORS  
SPECIAL MEETING MINUTES

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May 20, 2022

2:00 p.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, Discover Santa Clara™ has implemented methods for the public to participate remotely.*

*The public can participate remotely via Zoom: <https://us06web.zoom.us/j/83461041372>  
Meeting ID: 834 6104 1372 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Chair Hodges called the meeting to order at 2:03 p.m.

**ROLL CALL**

Present: Pablo Barrera, I.B.T Local Union 853  
Kelly Carr, OVG360  
Christopher Hamilton, Levy Restaurants  
Eron Hodges, Hyatt Santa Clara  
Catherine Lentz, Forty-Niners Stadium Management Company  
Nadine Nader, City of Santa Clara  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Barb Granter, Great America (joined meeting at 2:05 p.m.)  
Leo Wandling, I.A.T.S.E Local Union 134 (joined meeting at 2:24 p.m.)

A quorum of 6 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 Granter joined the meeting at 2:05 p.m.

1. Action on the Minutes of:

- Discover Santa Clara™ Board of Directors – April 21, 2022
- Discover Santa Clara™ Board of Directors – April 28, 2022

Recommendation: Approve Meeting Minutes and note and file.

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

**Aye:**7 Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader

**Absent:**1 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. Financial Services Updates and Revenue Report for Q3.

Treasurer Carr reported that they have moved away from the previous accountant although he is doing the taxes. The Form 990 has not been completed and it was due May 15<sup>th</sup>. Changes are needed to the 990 and the current accounting group is providing assistance to review. Dan Fenton added that some of the accounting treatments on the 990 were material and had to be discussed.

Nancy Thome reported out on the TID assessment revenues for the first three quarters. Approximately \$185k was collected in Q1, \$260k in Q2 and \$232k in Q3. The year-to-date total is just over \$676k which exceeds the initial estimate of \$610k. The year-end total is projected at about \$800k.

3. Update on the FIFA 2026 Hotel Allotment Requests.

Chair Hodges shared that the TID hotels were able to submit baseline room inventory for FIFA in conjunction with San Jose and San Francisco totalling an 11,000-room commitment. The dates are not confirmed but are tentative for May 15, 2026 to July 21, 2026. Some of the hotels do have signed contracts but it does not serve as a guarantee that they will get the room blocks. Chair Hodges added that he and Kelly have been discussing how the Santa Clara Convention Center can be involved. FIFA will publicly announce the host cities on June

16 which includes locations in the U.S., Canada, and Mexico.

**4. Update on the FY 2022/23 Sales and Marketing Plan.**

Dan Fenton reported they are finalizing the plan. They had adjusted the schedule based on the budget. He added that they met with the new marketing firm today and shared the schedule with them. Dan added that he felt that the firm now has a good sense of what they want to do for the year and launch the activations. There will be a finished product to show the Board next month.

Chair Hodges asked if there was any way of knowing what the website traffic is like with the launch of the new site. Dan Fenton indicated they can provide data to the Board. Additionally, the marketing group will provide feedback and ideas to drive traffic to the site.

**5. Update on Related Santa Clara Project.**

Ruth Shikada shared a slide of the Related Santa Clara project which she pulled from the current website and provided the following update:

- Attention is currently on Phase 1 and the permit applications for the garage and office buildings have been submitted to the City.
- There will be 789 parking spaces available on 49er game days.
- Applications have also been submitted to Streets and Utilities for review.
- There is a lot of effort going the Building Department and they hope to have permits issued at the end of the summer and have the ground-breaking late summer or early fall.
- People will see efforts on the site as they are stockpiling dirt which is needed for Phase 2 of the project.
- Other efforts are happening with the overall structure for train station connectivity.
- Regarding the east park, which will be part of Phase 2, community meetings are forthcoming to get feedback on the use which is about a 12-18-month process. This is not related to the Related Santa Clara project but there is 35 acres that belongs to the City that is not yet programmed. The surrounding roadway would need to be done prior to any programming.

Member Wandling joined the meeting at 2:24 p.m.

**6. Review of Monthly Progress Report for April 2022.**

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

Dan Fenton reported that there are groups that have moved to tentative status. They saw some movement from leads to tentatives. The Knowland purchase is showing to be effective, and the new added activity is 52. This number shows that they are bringing on

more groups into the cue. The sales team works on moving the groups from research to prospect by contacting the client and ensuring they meet the required qualifiers. Dan added that there was one P2 added, they recently secured an event with Google and they are close to or have converted a piece of business with Intel. There were no P1 or P2 definites added. Regarding lost business, they are hoping the COVID19 piece will decrease. With the new marketing agency, they want to overcome the lost business situations where clients go to other cities. The overall focus remains on getting to the end goal.

**A motion was made by Member Nader, seconded by Vice-Chair Lentz, to note and file the Monthly Progress Report for April 2022.**

**Aye:8** Member Barrera, Treasurer Carr, Member Granter, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Nader, Member Wandling

### **GENERAL ANNOUNCEMENTS**

### **ADJOURNMENT**

The meeting adjourned at 2:44 p.m. The next regular scheduled meeting is on June 16, 2022 at 3:00 p.m.