



DISCOVER SANTA CLARA™  
BOARD OF DIRECTORS  
REGULAR MEETING MINUTES (REVISED)

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August 18, 2022

3:00 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/85044542767>  
Meeting ID: 850 4454 2767 or by phone: 1 (669) 900-6833.*

Chair Hodges introduced City Manager Rajeev Batra. City Manager Batra shared a little bit of his background. He was the previous Public Works Director and served as the City Manager in 2017 when he retired. The City approached him to serve again in the role.

Chair Hodges requested an update on the Related Santa Clara project. Member Shikada reported that the project is continuing to move forward however there is still no ground-breaking. The ground-breaking will mostly likely not happen in the September-October timeframe and they are working through permitting. There will be an extensive public outreach process regarding the public space/park area as required by the Parks & Recreation Commission.

### **CALL TO ORDER**

Chair Hodges called the meeting to order at 3:12 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  
Leo Wandling, I.A.T.S.E Local Union 134  
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Barb Granter, Great America  
Nadine Nader, City of Santa Clara

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.*

## **SPECIAL ORDER OF BUSINESS**

### **1. Introduction of Marketing Team, Jovenville, LLC. dba We the Creative.**

Dan Fenton reported that over the past several months, they have been working with Joven and his team. They will have some completed marketing items to show in the next month.

The marketing team introduced themselves:

- Joven Orozco President
- Andy Ruiz – Creative Director
- Jillian Martinez – Project Manager

Joven shared that they have been working on developing the pitch deck, marketing brochure, trade show box and will be working on an ad campaign.

Chair Hodges asked if there was a timeline established for deliverables. Dan Fenton responded that there was, and they can share with the Board when they are in play; a couple of items will be ready in the next few weeks. Chair Hodges added that it was important to be mindful of keeping the destination separate from the Convention Center. Treasurer Carr added that the destination marketing piece will be part of the long-term plan.

Joven indicated that for the social strategy, Instagram and Facebook will come into play. Facebook will be used to target specific event planner groups and for Instagram, they will plan on tapping into social influencers (i.e., wedding planners). They will also look at posts for leisure/travel component.

Vice-Chair asked about how often the strategies would be refreshed. Joven indicated they would follow what is successful and conduct A/B testing. The pitch deck will go to the sales team to review and use and as time goes on, they will determine if they need to pivot.

Member Wandling asked if there was a way to assess the collaborators by way of RSS feed. This could help communicate what is coming to Santa Clara (concerts, other events, etc) which could help to bring a client during those times. Joven liked the idea and will look further into how to implement.

### **2. Introduction of Accounting Team, ArightCo, LLC.**

Treasurer Carr introduced the ArightCo team who has gotten the finances in shape in a short period of time:

- Sushama Chowdhury, Founder and Owner
- Hector Arreola, Senior Accountant
- Jasmine Mondal, Accountant

### **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.*

#### **3. Action on the Minutes of:**

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

Recommendation: Note and file Meeting Minutes.

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

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

**Absent:**2 Member Granter, Member Nader

### **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**

#### **4. Review of the FY 2021/22 Preliminary Year-End Financial Report.**

Treasurer Carr reviewed the variances in the FY 2021/22 Preliminary Year-End Financial Report:

- The variance in Other was the relocation expenses for the sales manager which was an unbudgeted item.
- There was a higher City Administration Fee as a result of the larger TID assessment collected in the fourth quarter; the fee is 2% of the TID assessment collected.
- The website variance was due to a combination of costs related to Destination Advantage, Vizergy, Lotus and transition to Jovenville.
- The fiscal variance was due to a small increase in fiscal sponsorship costs and transition to ArightCo.
- The payroll variance considers the payroll expense through ADP, and

- The staffing services were costs related to part-time staff Marwa.

5. Review and Action on the FY 2021/22 Key Performance Indicators Year-End Report.

Recommendation: Note and file the FY 2021/22 Key Performance Indicators Year-End Report.

Dan Fenton reported that they continue to work on KPI reporting and they are getting better at tracking and showing the results.

- For Event Mix, there was a P1 on the books and somewhat COVID related, lost the client who ended up going to a different destination.
- There is 1 P1 booked into the future and no P2s booked yet.
- With 1 P1 booked, there are room nights associated.
- Reminder to the Board that they started with a very aggressive prospect goal and have since acquired tools to assist sales managers in this area.

Treasurer Carr requested that Dan take another look at the KPI-Number of Weeks Impacted. Treasurer Carr indicated that during the last week of June, there could have been one week impacted since there were events every day. Dan Fenton indicated they can review to see if the events that took place impacted at the level of a P1.

**A motion was made by Vice-Chair Lentz, seconded by Member Wandling, to note and file the FY 2021/22 Key Performance Indicators Year-End Report.**

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

**Absent:**2 Member Granter, Member Nader

6. Discussion and Action on Proposed Revision to FY 2022/23 Key Performance Indicator Goal – Prospects.

Recommendation: Approve proposed revision to FY 2022/23 Key Performance Indicator Goals – Prospects.

Dan Fenton reported that they are proposed an adjustment to the Prospects goal. Nancy Thome reminded the Board that the KPI goals were established for the 2-year period and would not change externally. The revised goal would be used internally for sales manager incentive effective July 1 and any discrepancies would need to be reported in the DMO's year-end report. Additional formal revision can be made for the next Operating Budget planning cycle for FY 2023/24. Additionally, changing one goal impacts other KPI goals and partner KPI goals, and how any changes in event criteria of the booking strategy would impact the goals needs to be considered. Chair Hodges stated that they need to be ready to pivot and do something different if they are not booking any events and the P1s and P2s don't come into fruition.

Dan Fenton stated that the prospecting goals were based on three sales managers: each sales manager a 5 prospects/month and the DOS at 4 prospects/month.

Member Barrera left at 4:15 p.m.

**A motion was made by Member Wandling, seconded by Secretary Hamilton, to approve the proposed revision to FY 2022/23 Key Performance Indicator Goal – Prospects.**

**Aye:**5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

**Absent:**3 Member Barrera, Member Granter, Member Nader

7. Action on Work Order Agreements with Vizergy for the Completion of As-Needed Website Updates.

Recommendation: Approve and authorize the Treasurer to execute work order agreements with Vizergy for the completion of as-needed website updates up to the amount of \$5,000.00.

Treasurer Carr reported that this item was for the Board to authorize him to sign work orders for any work needed on the website. Nancy Thome added that the current agreement with Vizergy is specific to website hosting and SEO only. Website work that cannot be completed by Kelly or herself would require Vizergy's assistance. The ability to allow Treasurer Carr to approve, as he is directly involved as part of the internal marketing team, would allow the changes to happen expeditiously. Any invoices would still be approved by both Treasurer and Chair. It was confirmed that marketing funds would be used to pay for any website updates.

**A motion was made by Member Wandling, seconded by Secretary Hamilton, to approve and authorize the Treasurer to execute work order agreements with Vizergy for the completion of as-needed website updates up to the amount of \$5,000.00.**

**Aye:**5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

**Absent:**3 Member Barrera, Member Granter, Member Nader

8. Action on an Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a Term Retroactive to July 1, 2022 and Ending June 30, 2026.

Recommendation: Approve and authorize the Chair to negotiate and execute an Agreement to Administer the Santa Clara Tourism Improvement District Between the City of Santa Clara, California, and Silicon Valley/Santa Clara DMO, Inc. for a term retroactive to July 1,

2022 and ending June 30, 2026.

Nancy Thome reported that the DMO is currently contracted by the City to provide destination marketing services. The proposed agreement was developed to align with the new District that was established under the 1994 Law.

Chair Hodges had questions specific to the language on the disestablishment and the termination of the District and indicated that he would like the hotels to see the proposed agreement. Chair Hodges indicated he would like to revisit this item and bring it back to the Board at a future meeting.

9. Action on Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.

Recommendation: Approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.

Nancy Thome reported that the current staff funding agreement expires November 2023. This contract amendment was to provide additional funding for that extended time. This would bring available funds for Ruth's position to \$80,000 and her position to \$75,000.

**A motion was made by Member Wandling, seconded by Treasurer Carr, to approve and authorize the Chair to execute Amendment No. 1 to the Amended and Restated Funding Agreement Between Silicon Valley/Santa Clara DMO, Inc and City of Santa Clara to Increase Funding Not-to-Exceed \$150,000.00.**

**Aye:**5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

**Absent:**3 Member Barrera, Member Granter, Member Nader

10. Action on the Purchase of Customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the Amount of \$2,500.00.

Recommendation: Approve the purchase of customized STR Destination Reports for Santa Clara Tourism Improvement District Hotels in the amount of \$2,500.00.

Chair Hodges reported that the STR report is for market specific conditions for the 11 hotels in the District as it relates to occupancy, RevPAR, etc. Nancy Thome clarified that the cost is \$2,500.00 annually.

**A motion was made by Member Wandling, seconded by Treasurer Carr, to approve the purchase of customized STR Destination Reports for Santa Clara Tourism Improvement**

**District Hotels in the amount of \$2,500.00.**

**Aye:**5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

**Absent:**3 Member Barrera, Member Granter, Member Nader

**11. Discussion and Action on Instagram Account and Handle #discoversantaclara.**

Recommendation: Provide direction on the Instagram account and handle #discoversantaclara.

Nancy Thome indicated that she had read the minutes from the last meeting and wanted to provide additional clarity on this item. Nancy reminded the Board that Destination Advantage had invoiced the DMO for creating the Instagram account for Discover Santa Clara™. At that time, Donovan was not able to provide written proof of pre-approval and the Board voted to not pay the invoice. The marketing team felt that social media presence is needed and the DMO currently is not able to use Instagram or the handle. While the account is not active, it is currently being held by Donovan and he is unwilling to provide the DMO access unless the DMO pays the invoice. Nancy presented two options: 1) The Board can elect to pay the previous invoice in the amount of \$1,500 to get access to the Instagram account and handle; or 2) Since the DMO has an active trademark, the DMO can discuss legal option with the attorney.

**A motion was made by Member Wandling, seconded by Secretary Hamilton, to authorize the Chair to offer Destination Advantage up to \$1,500 to get the Instagram account.**

**Aye:**5 Treasurer Carr, Secretary Hamilton, Chair Hodges, Vice-Chair Lentz, Member Wandling

**Absent:**3 Member Barrera, Member Granter, Member Nader

**12. Updates to Monthly Progress Report and Reporting Schedule.**

There was no discussion.

**13. Marketing Updates.**

There was no discussion.

**14. Related Santa Clara Updates.**

This update was provided at the start of the meeting.

**GENERAL ANNOUNCEMENTS**

Due to time commitments and constraints, there was no Internal Meeting following the Public Meeting.

**ADJOURNMENT**

The meeting adjourned at 4:33 p.m. The next regular scheduled meeting is on September 15, 2022 at 3:00 p.m.