



DISCOVER SANTA CLARA®  
BOARD OF DIRECTORS  
REGULAR MEETING MINUTES

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November 17, 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/85401987696>. Meeting ID: 854 0198 7696 or by phone: 1 (669) 900-6833.*

**CALL TO ORDER**

Vice Chair Lentz called the meeting to order at 3:04 pm.

**ROLL CALL**

Present: Pablo Barrera, I.B.T Local Union 853  
Kelly Carr, OVG360  
Barb Granter, Great America  
Christopher Hamilton, Levy Restaurants  
Catherine Lentz, Forty-Niners Stadium Management Company  
Christine Lawson, Discover Santa Clara® (Ex-Officio)

Absent: Eron Hodges, Hyatt Santa Clara  
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) Joined at 3:31 pm

**Quorum Met: 5**

Attendance: Nancy Thome, City of Santa Clara  
Beverly Corriere, Discover Santa Clara®  
Dan Fenton, Jones Lang Lasalle

**PUBLIC COMMENT**

*For public comment on items on the Agenda that is within the subject matter jurisdiction of the Board.*

There were no public comments.

**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.*

### **CONSENT ITEMS PULLED FOR DISCUSSION**

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

- Discover Santa Clara® Board of Directors – October 20, 2022
- Discover Santa Clara® Board of Directors – November 2, 2022

**Recommendation:** Note and file Meeting Minutes.

**A motion was made by Member Barrera, seconded by Vice-Chair Lentz to approve the Consent Agenda.**

**Aye:5** Member Barrera, Treasurer Carr, Member Granter, Member Hamilton, Vice-Chair Lentz

**Absent:3** Chair Hodges, Member Nader, Member Wandling

### **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. Results of the Board of Directors Elections and Appointments from the Board of Directors' Annual Meeting Held on October 20, 2022.**

Secretary Lawson reported on Board of Director elections and appointments:

- Christopher Hamilton, Barb Granter, Pablo Barrera and Eron Hodges were appointed for three-year terms.
- Eron Hodges was appointed as the Chair for a one-year term.
- Catherine Lentz was appointed as the Vice-Chair for a one-year term.
- Kelly Carr was appointed as the Treasurer for a one-year term.
- Christine Lawson was appointed as the Secretary for a one-year term.

**3. Review and Action on the FY 2022/23 Q1 Financial Report.**

**Recommendation:** Note and file the FY 2022/23 Q1 Financial Report.

Treasurer Carr reported that the cash looks good. Fiscal services are red due to prepaid items from last year being recognized this fiscal year. The DMO is in good financial shape,

**A motion was made by Member Granter, seconded by Treasurer Carr, to note and file the FY 2022/23 Q1 Financial Report.**

**Aye:** 5 Member Barrera, Treasurer Carr, Member Granter, Member Hamilton, Vice-Chair Lentz

**Absent:**3 Chair Hodges, Member Nader, Member Wandling

**4. Discussion on the Board of Directors Meeting Schedule for Calendar Year 2023.**

Recommendation: Action on the Board of Directors Meeting Schedule for Calendar Year 2023.

Nancy Thome indicated that it was time to confirm the meeting schedule for calendar year 2023 and wanted to get feedback from the Board members as to whether or not to keep the current date and time (which had been well attended) or to consider another option. The Board supported keeping the same date and time for the meetings.

**A motion was made by Member Hamilton, seconded by Treasurer Carr, to schedule Board of Directors meetings on the third Thursday of every month.**

**Aye:** 5 Member Barrera, Treasurer Carr, Member Granter, Member Hamilton, Vice-Chair Lentz

**Absent:**3 Chair Hodges, Member Nader, Member Wandling

**5. Action on a Work Order in the Amount of \$10,000.00 to Add 100 CRM Support Hours to Support the Licensing Contract with Simpleview.**

Recommendation: Approve and authorize the Chief Executive Officer to execute a work order in the amount of \$10,000.00 to add 100 CRM support hours to support the licensing contract with Simpleview.

Nancy Thome reported that the initial number of support hours included in the initial agreement had been exceeded as the CRM was being implemented. As ongoing support is still needed, this request is to add funds for additional support hours as needed; the request is for 100 additional hours. Dan Fenton added that the DMO has a new process, but the hours were needed.

**A motion was made by Treasurer Carr, seconded by Member Barrera, to approve and authorize the CEO to execute a work order in the amount of \$10,000.00 to add 100 CRM support hours to support the licensing contract with Simpleview.**

**Aye:** 5 Member Barrera, Treasurer Carr, Member Granter, Member Hamilton, Vice-Chair Lentz

**Absent:**3 Chair Hodges, Member Nader, Member Wandling

**6. Review and Action on the September 2022 Activity Report.**

Recommendation: Note and file the September 2022 Activity Report.

Dan Fenton reported that the DMO continues to qualify P1 and P2 business and Secretary Lawson said they are working to get clients. Treasurer Carr reported that Eddie Ryan is working four to five P1s and P2s and that Elaine and Ariel are working on P1/P2 clients from the (staff) transition period. Dan Fenton said there were 28 proposals and the P3-P5 area is active in which there is a unified approach, and the DMO continues to make progress.

**A motion was made by Treasurer Carr, seconded by Member Hamilton to note and file the September 2022 Activity Report.**

**Aye:** 5 Member Barrera, Treasurer Carr, Member Granter, Member Hamilton, Vice-Chair Lentz

**Absent:**3 Chair Hodges, Member Nader, Member Wandling

**7. Marketing Updates.**

Secretary Lawson reported she is getting up to speed from a call with We the Creative (WTC) marketing firm and she will be scheduling a monthly meeting with them. Secretary Lawson will be working with WTC to discuss the email campaign, social media campaign, and website landing page. Secretary Lawson will have a meeting with Simpleview, Act-On, WTC, and Treasurer Carr to discuss how the DMO will implement the email campaign. Secretary Lawson is reviewing Act-On as the DMO's email marketing platform and will present a contract for approval in December. When the DMO has the signed contract it will take 6 – 8 weeks for set up which will delay the campaign but will be a more effective campaign tool.

Secretary Lawson is discussing the development of a press release with a contractor. Vice-Chair Lentz asked clarifying questions about the press release. Secretary Lawson stated that it is to announce the new CEO of the DMO. The contractor has experience in this area and the knowledge and connections of the appropriate avenues to send the press release to. The press release will not be sent out until the CTO for the City of Santa Clara approves the press release or until Secretary Lawson has been introduced to City Council in the New Year.

**ADJOURNMENT**

The meeting adjourned at 3:35 pm. The next regular scheduled meeting is on December 15, 2022, at 3:00 p.m.