



SANTA CLARA TOURISM IMPROVEMENT DISTRICT MEETING AGENDA

February 22, 2024
Santa Clara Marriott
2700 Mission College Blvd
Santa Clara, CA 95054

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

For public comment on items on the Agenda that is within the subject matter jurisdiction of the Santa Clara Tourism Improvement District (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 – September 28, 2023

Recommendation: Note and file the minutes of the Santa Clara Tourism Improvement District, September 28, 2023.

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. Action to Change the Frequency of the 2024 Santa Clara Tourism Improvement District Meetings to the 4th Thursday of Every Other Month starting February 22, 2024.

Recommendation: Approve change to the frequency of the 2024 Santa Clara Tourism Improvement District Meetings to the 4th Thursday of every other month starting February 22, 2024.

3. Discussion and Feedback on Agenda Items for Santa Clara Tourism Improvement District Meetings
4. Discover Santa Clara® Chief Executive Officer Updates
5. Super Bowl 60 and FIFA 2026 Update

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Brown Act:

Government Code 54950 et seq (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify DSCAdmin@discoversantaclara.org prior to the meeting.

Notice to Public:

The public is welcomed and encouraged to participate in this meeting. Public comment (3 minutes maximum per person) on items listed on the agenda will be heard at the meeting as noted on the agenda. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the SCTID. The agenda provides a general description and staff recommendation; however, the SCTID may take action other than what is recommended.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), SCTID will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities, and will ensure that all existing facilities will be made accessible to the maximum extent feasible. SCTID will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities including those with speech, hearing, or vision impairments so they can participate equally in SCTID programs, services, and activities.

SCTID will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all its programs, services, and activities.

Agendas and other written materials distributed during a public meeting that are public record will be made available by SCTID in an appropriate alternative format. Contact DSCAdmin@discoversantaclara.org with your request for an alternative format copy of the agenda or other written materials.

Individuals who require an auxiliary aid or service for effective communication, or any other disability-related modification of policies or procedures, or other accommodation, in order to participate in a program, service, or activity of the SCTID, should contact DSCAdmin@discoversantaclara.org as soon as possible before the scheduled event.

ATTACHMENTS

**SANTA CLARA TOURISM IMPROVEMENT DISTRICT
MEETING Minutes**

**September 28, 2023, 3:00 PM
Santa Clara Marriott
2700 Mission College Blvd
Santa Clara, CA 95054
Meeting Room: Salon 1**

CALL TO ORDER

Co-chair Steenson called the meeting to order at 3:04 p.m.

ROLL CALL

Present: 6 Justin Hart, AC Hotel Santa Clara
Sean Steenson, Delta Hotel
Kevin Dominguez, Element Santa Clara
Nicole Hausner, Embassy Suites Santa Clara-Silicon Valley (left at 3:48 p.m. and returned at 4:10 p.m.)
Farshad Mayelzadeh, Hilton Santa Clara
Chris Sullivan, Marriott Santa Clara

Absent: 5 Miriam Arreola, Avatar Hotel Santa Clara
Kevin Hurley, Hyatt House Santa Clara
Erin Henry, Hyatt Regency
Fernando Vasquez, Hyatt Centric Silicon Valley
Bridgette Burns, TownePlace by Marriott

A quorum was met.

In Attendance:

Nancy Thome, City of Santa Clara
Beverly Corriere, Discover Santa Clara®
Christine Lawson, Discover Santa Clara®
Ben Landis, Discover Santa Clara®
Katelyn Studebaker, Discover Santa Clara®
Lorne Ellison, Levy Restaurants
Kelly Carr, Santa Clara Convention Center

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

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1. Action on the Minutes of:

Santa Clara Tourism Improvement District – June 22, 2023

Santa Clara Tourism Improvement District – August 24, 2023

Recommendation: Note and file the minutes of the Santa Clara Tourism Improvement District, June 22, 2023, and August 24, 2023.

2. Action on Discover Santa Clara's® FY 2022/23 Annual Report.

Recommendation: Note and File Discover Santa Clara's® FY 2022/23 Annual Report.

A motion was made by Co-chair Sullivan, seconded by Member Hausner to approve the Consent Calendar.

Ayes: 6 Member Hart, Co-Chair Steenson, Member Dominguez, Member Hausner, Member Mayelzadeh, Co-Chair Sullivan

Absent: 5 Member Arreola, Member Hurley, Member Henry, Member Burns, Member Vasquez

CONSENT ITEMS PULLED FOR DISCUSSION

PUBLIC PRESENTATIONS

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GENERAL BUSINESS – ITEMS FOR DISCUSSION

3. Discussion on How the Hotel Partners Would Like to Use the SCTID Meeting Time.

There was a discussion to get feedback from the hotels on what type of information or topics they would find beneficial to add to the agenda at future meetings:

- SCTID Members would like updates on hotel staff changes, new sales leaders and

- turnover of director of sales staff and GM's.
- Changes that would make an impact on the SCTID.
- Tactical items and changes to take back to the owner's group.
- Bullet points to share with owners regarding the value proposition of being a SCTID member.
- Marketing effort visuals showing how the SCTID is represented in.

CEO Lawson stated the DMO would create slides with key points to share with the owners on a quarterly basis. The CEO will also provide an update on the months that the SCTID does not meet. The DMO has also ordered a STR report and will share information with the SCTID.

4. Discussion and Action on Selecting a New SCTID Meeting Dates and Times.

Recommendation: Approve a change in the SCTID Meeting Dates and Times.

SCTID members agreed that the SCTID will continue to meet on fourth Thursday every other month at 3:00 p.m. beginning with the October 26, 2023 meeting.

A motion was made by Co-Chair Sullivan, seconded by Member Dominguez to approve a change in the SCTID meeting date and time.

Ayes: 6 Member Hart, Co-Chair Steenson, Member Dominguez, Member Hausner, Member Mayelzadeh, Member Sullivan

Absent: 5 Member Arreola, Member Hurley, Member Henry, Member Burns, Member Vasquez

5. CEO Update

5A. Review of Discover Santa Clara® Sales Report for July 2023

CEO Lawson reported the sales activity for July 2023. P1/P2 53 current Active Prospects, 269 Actively Researching, 5 New Prospects, 0 New Tentatives, 0 New Definites. Referencing the KPI Dashboard, the target percent to goal is currently 0 yet there are 53 active prospects.

5B. Staffing Update

CEO Lawson provided an update on staffing and announced the hiring of Sherry Bastani, Convention Sales Manager. CEO Lawson shared the DMO organization chart showing that there is only one open position in which the DMO is reviewing applications.

5C. Monthly Accomplishments and Priorities

Luz Chatman, Director of Sales, provided an update on sales accomplishments:

- Onboarding has begun with new Sales Manager, Sherry Bastani
- There is planning and appointment setting for TEAMS and IMEX tradeshows in October
- They are refining the sales deployment model
- They have partnered with Baronfeld Consulting Group to assist with business development.
- The team has been conducting site inspections and engaging with potential P1/P2 leads, coordinating a strategic team meeting with Levi's® Stadium Management and the DMO.
- Attended Cal Travel Annual Summit, evaluating the sales pitch deck, and the CEO is an active member of the SF Bay Area Regional Member Advisory committee led by JLL.

CEO Lawson reported the following:

- There was a strategic offsite team meeting for planning
- The Financial SOP draft is in progress
- The performance review program is in progress, and the DMO partnered with JLL on DMO workplan initiatives.
- The DMO crafted the DMO travel and Entertainment policy draft
- They are wrapping up the 2019 – 2021 990 tax forms, and onboarding accounting partner Krisch & Company.

6. Marketing Update

Katelyn Studebaker, Director of Marketing, provided an update referencing the presentation slides on the Beyonce concert, content, social media, and tradeshows. Katelyn worked with the City of Santa Clara to name Beyonce the honorary Mayor and the City gave her a key to the city on August 20, 2023. Ben Landis, Marketing Manager also reported that the DMO Instagram campaign increased DMO growth by more than 25%. The DMO marketing team has designed and sourced collateral and giveaways for the upcoming tradeshows.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:15 p.m. The next regularly scheduled meeting is October 26, 2023 at 3:00 p.m.