



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING MINUTES

February 16, 2023

3:00 p.m.

Virtual Meeting

CALL TO ORDER

Vice Chair Lentz called the meeting to order at 3:03 p.m.

ROLL CALL

Kelly Carr, OVG360
Christopher Hamilton, Levy Restaurants
Catherine Lentz, Forty-Niners Stadium Management Company
Leo Wandling, I.A.T.S.E Local Union 134
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent Eron Hodges, Hyatt Santa Clara
Barb Granter, Great America
Nadine Nader, City of Santa Clara

Quorum Met: 4

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

PUBLIC COMMENT

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

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.

1. Action on the Minutes of:
 - Discover Santa Clara® Board of Directors – January 19, 2023

Recommendation: Note and file Meeting Minutes.

A motion was made by Treasurer Carr and seconded by Vice Chair Lentz to note and file the meeting minutes.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, 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

2. Action on the FY2022/23 Q2 Financial Report.

Recommendation: Note and file the FY 2022/23 Q2 Financial Report.

Treasurer Carr reported that the report is for the December 2022 Financials and that the Q2 Report would be provided at a later date. Payroll is higher in December due to three payroll periods in the month. Prepaid expenses caused a greater increase in expenses. Santa Clara Tourism Improvement District expenses are higher because the was higher revenue.

A motion was made by Member Wandling and seconded by Member Hamilton to amend on the floor to note and file the December 2022 Financial Report.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

3. Action to Approve and Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures.

Recommendation: Approve and Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures in an Amount not to Exceed \$10000.00.

Treasurer Carr reported on the proposal from Maze & Associates to draft Financial Standard Operating Procedures (SOPs), internal controls, and financial policies for the DMO to obtain compliance with the Bylaws. Considering the growing demands from business and operations the DMO needs to expedite the development of the SOPs. The timeline to begin the work with Maze is at the end of March. Vice Chair Lentz asked about the process and timeline for the City of Santa Clara to review the completed SOPs. Nancy Thome commented that a timeline cannot be given. The City will review and provide comments.

A motion was made by Member Wandling and seconded by Member Lentz to Authorize the Chief Executive Officer to Negotiate and Execute an Agreement with Maze & Associates for the Development of Financial Policies and Standard Operating Procedures to begin in March in an Amount not to Exceed \$10,000.00.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

4. Action on the Proposed Director of Marketing Job Description and Salary Range.

Recommendation: Approve the Proposed Director of Marketing Job Description and Salary Range for hiring in FY 2022/23.

Chief Executive Officer Lawson reported on the collaboration with the DMO's marketing agency, We the Creative, to launch initial social media, Google Ad, and email test campaigns. However, it has become evident that this is a full-time role that requires dedicated attention to develop a compelling marketing presence through ongoing content that will increase interest, drive website traffic, and generate leads. Chief Executive Officer Lawson has devoted a significant amount of time to developing the DMO's marketing strategy and now needs a dedicated marketing leader. The DMO has the funds now and the cost will be absorbed in the FY2022/23 budget. The job description was reviewed and approved by CPS HR. Data was gathered to determine the annual current market salary range between \$150,000.00 to \$170,000.00.

Dan Fenton described that data from Destination International, Searchwide Global, and regional DMOs were used to determine the ranges.

Chief Executive Lawson mentioned that the DMO would still use We The Creative, the DMO's outside marketing firm because there is content to be written and a lot of actions associated with their work.

A motion was made by Treasurer Carr and seconded by Member Hamilton to Authorize

the Chief Executive Officer to Negotiate and Hire a Director of Marketing in FY2022/23 with base salary compensation not to exceed \$170,000.00.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

5. Action on the Adjustment in Salary Ranges for the Director of Sales and Convention Sales Manager Positions.

Recommendation: Approve an Adjustment of Salary Ranges for the Director of Sales and Convention Sales Manager positions based on current market pay.

Chief Executive Officer Lawson reported that JLL reviewed the salary ranges for the Director of Sales (DOS) and Convention Sales Manager (CSM). The current market ranges are \$160,000.00 to \$180,000.00 for the DOS and \$105,000.00 to \$120,000.00 for the CSM. The DMO retained Searchwide Global to recruit a DOS and the DMO would like to adjust the salary ranges for FY2022/23 so the DMO is competitive.

A motion was made by Member Hamilton and seconded by Vice Chair Lentz to Approve an Adjustment of Salary Ranges for the Director of Sales and Convention Sales Manager positions in FY2022/23 based on current market salaries.

Ayes: 4 Treasurer Carr, Member Hamilton, Vice Chair Lentz, Member Wandling

Absent: Member Granter, Chair Hodges, Member Nader

6. Action and Discussion to Continue Holding Board of Directors Hybrid Public Meetings.

Recommendation: Provide Direction to continue to hold Hybrid Public Meetings.

Beverly Corriere reported that the Governor's Emergency Order for remote meetings will end on February 28, 2023. The DMO Board may continue to have hybrid meetings but must meet certain requirements. The DMO is asking for direction regarding the need for a Resolution at the next Board meeting.

Dan Fenton said the Board would want flexibility. Vice Chair Lentz agreed that the Board should have the flexibility to hold hybrid meetings and the direction is to prepare a Resolution for the next Board meeting.

7. Chief Executive Officer Monthly Update.

7A. Engaged SearchWide Global to Hire a Director of Sales

7B. Renewing Contracts with CVENT and Knowland

7C. Conducted follow-up Booking Strategy Meeting and proposed revised thresholds. Currently gathering feedback from SCTID for finalization.

7D. Website Traffic Report

COMMITTEE UPDATES

8. Nominating Committee Update

Member Hamilton reported meeting with Nancy Thome, Beverly Corriere, and a candidate to discuss the open Board role vacated by Pablo Barrera. The Nominating Committee will reach out to others to increase the diversity of the Board.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

Vice Chair Lentz adjourned the meeting at 4:24 p.m.

The next regularly scheduled meeting is on **March 16, 2023, at 3:00 p.m.**