



DISCOVER SANTA CLARA®
BOARD OF DIRECTORS
MEETING Minutes

APRIL 20, 2023, 3:00 p.m.
California's Great America
4701 Great America Parkway
Santa Clara, CA 95054
Meeting in the Pavilion Building

Pursuant to the provisions of the Brown Act under California (Government Code §54953(f)) Discover Santa Clara® is complying with AB 2449 requirements to allow for a hybrid meeting in which the public may participate remotely.

The public can participate remotely via Zoom: <https://us06web.zoom.us/j/84877030400>
Meeting ID: 848 7703 0400 or by phone: 1 (669) 900-6833.

CALL TO ORDER

Chair Lentz called the meeting to order at 3:00 p.m.

ROLL CALL

Present: Kelly Carr, OVG360
Barb Granter, California's Great America
Catherine Lentz, Forty-Niners Stadium Management Company
Nadine Nader, City of Santa Clara
Chris Sullivan, Santa Clara Marriott
Christine Lawson, Discover Santa Clara® (Ex-Officio)
Ruth Mizobe Shikada, City of Santa Clara (Ex-Officio)

Absent: Christopher Hamilton, Levy Restaurants (Joined at 3:58 p.m.)
Leo Wandling, I.A.T.S.E Local Union 134 (Joined at 3:05 p.m.)

A quorum of 5 was met.

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

1. Action to Vote and Approve Member Hamilton to Remotely Participate in the Board of Directors Meeting in Compliance With the Requirements of AB 2449.

Recommendation: Approve Member Hamilton to remotely participate in the Board of Directors meeting for just cause business travel.

A motion was made by Treasurer Carr, seconded by Member Nader to approve Member Hamilton’s remote participation in the Board of Directors meeting for just cause business travel.

Aye: 5 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan

Absent: 2 Member Hamilton, Vice–Chair Wandling

2. Action to Vote and Approve Secretary Lawson to Remotely Participate in the Board of Directors Meeting in Compliance With the Requirements of AB 2449.

Recommendation: Approve Secretary Lawson to remotely participate in the Board of Directors meeting for just cause contagious illness.

A motion was made by Member Nader, seconded by Treasurer Carr to approve Secretary Lawson’s remote participation in the Board of Directors meeting for just cause contagious illness.

Aye: 5 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan

Absent: 2 Member Hamilton, Vice–Chair Wandling

PUBLIC COMMENT

For public comment on items 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.

3. Action on the Minutes of:

- Discover Santa Clara® Board of Directors – March 16, 2023

Recommendation: Note and File Meeting Minutes.

4. Action on the February 2023 Financial Report.

Recommendation: Note and File the February 2023 Financial Report.

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

Ayes: 6 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan, Vice-Chair Wandling

Absent: 1 Member Hamilton

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

5. City of Santa Clara Brown Act Training Presented by Elizabeth Klotz, Assistant Attorney.

Elizabeth Klotz, Assistant Attorney, provided an overview of the Brown Act highlighting:

- Meetings shall be open and public
- Meeting exceptions
- When not to discuss board business
- Communications of less than a majority
- Meetings and social media
- Remote Attendance
- Roberts Rules of Order
- Public Records Act

6. Action on Job Description and Salary Range for the Manger, Sales Systems & Strategy, and Addition of New Position for FY 2023/24.

Recommendation: Approve job description and salary range for the Manger, Sales Systems & Strategy, and the addition of 1.0 FTE position in FY 2023/24.

Secretary Lawson reported that the position of Manager, Sales Systems & Strategy has been proposed in the FY 2023/24 budget to begin September 1, 2023. This critical role will have oversight over the CRM and is currently supported by a contractor through a temp agency. The job description was approved by CPS HR and the salary range of \$61,000 to \$92,000 was based on data gathered by Jones Lang LaSalle. The DMO would like the salary range approved with a not-to-exceed range of \$90,000 excluding benefits.

A motion was made by Member Nader, seconded by Vice-Chair Wandling to approve the job description for Manager, Sales Systems & Strategy, approve the

salary range of \$61,000 to \$90,000, and to add 1.0 FTE position in FY 2023/24.

Ayes: 6 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan, Vice-Chair Wandling

Absent: 1 Member Hamilton

7. Action on Job Description and Salary Range for the Marketing Coordinator, and Addition of New Position for FY 2023/24.

Recommendation: Approve job description and salary range for the Marketing Coordinator, and addition of 1.0 FTE position in FY 2023/24.

Secretary Lawson reported that the position of Marketing Coordinator has been proposed in the FY 2023/24 budget to begin September 1, 2023. This role will be vital in assisting the Director of Marketing and assisting the sales team. The job description was approved by CPS HR and the salary range of \$45,000 to \$76,000 was based on data received by Jones Lang LaSalle.

A motion was made by Vice-Chair Wandling, seconded by Treasurer Carr, to approve the job description for Marketing Coordinator, approve the salary range of \$45,000 to \$75,000, and to add 1.0 FTE position in FY 2023/24.

Ayes: 6 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan, Vice-Chair Wandling

Absent: 1 Member Hamilton

8. Action on Revision to the Salary Range for the Convention Sales Manager Position.

Recommendation: Approve the Salary Range for the Convention Sales Manager.

Secretary Lawson reported that the DMO is currently searching for an additional Convention Sales Manager (CSM) which was approved in the FY 2022/23 budget. The hiring market is challenging and the DMO must think of ways to attract top talent. The DMO received salary data from Jones Lang LaSalle for a market survey of the CSM position with a range of \$105,000 to \$120,000. The DMO will align the CSM salary range for a new hire in FY 2022/23 to \$95,000 to \$120,000. The high end of the range was proposed in the FY 2023/24 budget.

A motion was made by Member Nader, seconded by Member Sullivan, to approve the Convention Sales Manager salary range of \$95,000 to \$120,000 with an incentive maximum of 25% of the base salary.

Ayes: 6 Treasurer Carr, Member Granter, Chair Lentz, Member Nader, Member Sullivan, Vice-Chair Wandling

Absent:1 Member Hamilton

9. Action on an Agreement with Jovenville, LLC dba We The Creative for Marketing Services for a Term Starting on or around April 25, 2023, and Ending on or around June 30, 2024, for a Total Maximum Not-to-Exceed Amount of \$138,115.00, Subject to the Appropriation of Funds.

Recommendation: Approve and authorize the Chief Executive Officer to execute an Agreement with Jovenville, LLC dba We The Creative for Marketing Services starting on or around April 25, 2023, and ending on or around June 30, 2024, for a total maximum not-to-exceed amount of \$138,115.00, subject to the appropriate of funds.

Secretary Lawson reported that the DMO's current contract with the marketing firm, Jovenville dba We The Creative, will be expiring and the DMO would like to sign a 14-month contract to align with the DMO's fiscal year budget. The majority of the scope of work on the current contract has been completed or is in progress. The new agreement will continue the marketing services with Jovenville.

A motion was made by Treasurer Carr, seconded Vice-Chair Wandling, to approve and authorize the Chief Executive Officer to execute an Agreement with Jovenville, LLC dba We The Creative for Marketing Services starting on or around April 25, 2023, and ending on or around June 30, 2024, for a total maximum not-to-exceed amount of \$138,115.00, subject to the appropriate of funds.

Ayes: 7 Treasurer Carr, Member Granter, Member Hamilton, Chair Lentz, Member Nader, Member Sullivan, Vice-Chair Wandling

10. Action on the Proposed FY 2023/24 Key Performance Indicators.

Recommendation: Approve the Proposed FY 2023/24 Key Performance Indicators.

Secretary Lawson reported that the FY 2023/24 KPI's reflect a reduction from FY 2022/23 to more accurately reflect realistic goals while still providing a stretch for the DMO sales team. There are shared goals with the DMO partners OVG and Levy Restaurants in which the sales teams work together. Dan Fenton added that the KPI actuals are more in line with FY 2023/24 targets. Member Nader asked that a column for FY 2023/24 actual target numbers be included in the KPI reports.

A motion was made by Treasurer Carr, seconded by Member Granter, to approve the Proposed FY 2023/24 Key Performance Indicators.

Ayes: 7 Treasurer Carr, Member Granter, Member Hamilton, Chair Lentz,
Member Nader, Member Sullivan, Vice-Chair Wandling

11. Action on the Removal of a Signer on the Wells Fargo Bank Account and to Add a New Signer.

Recommendation: Approve and Authorize the removal of former Member Manny Gonzales and former Chair Eron Hodges as authorized signers on the Wells Fargo Bank Account and to add Chair Catherine Lentz as an authorized signer on the Wells Fargo Bank account.

Nancy Thome reported that the DMO needs to remove former staff and board members from the DMO Wells Fargo account and add the current Chair as an authorized signer on the Wells Fargo account. Chair Lentz agreed to be listed as a signer on the DMO Wells Fargo account.

A motion was made by Vice-Chair Wandling, seconded by Member Nader, to approve and authorize the removal of former Member Manny Gonzales and former Chair Eron Hodges as authorized signers on the Wells Fargo Bank account and add Chair Catherine Lentz as an authorized signer on the Wells Fargo Bank account.

Ayes: 7 Treasurer Carr, Member Granter, Member Hamilton, Chair Lentz, Member
Nader, Member Sullivan, Vice-Chair Wandling

12. Chief Executive Officer Monthly Update.

12A. Staffing Update

Secretary Lawson reported that Katelyn Studebaker is the new Director of Marketing and will begin on May 3, 2023. The DMO is working with Searchwide Global on the open position for a Director of Sales and interviews are in progress. The Sales Manager position recruitment is also in process. The goal is to have sales positions start by July 1, 2023.

12B. Monthly Sales Report March

Secretary Lawson reported that there were current active prospects of 50 P1P2s, 149 P3s, 165 P4s, and 362 P5s. The sales team was actively researching 269 P1P2s, 0 Ps/P4s/P5s, new prospects 3 P1P2s, 7 P3s, 9 P4s, 50 P5s, new tentatives 3 P1P2s, 4 P3s, 5 P4s, 22 P5s, and new definites 0 P1P2s, 2 P3s, 2 P4s, 19 P5s.

12C. Marketing Update

Secretary Lawson reported that the social media posts are getting impressions and with Google Ads campaign in April will have an impact on the website. People are signing up on the DMO website landing page. The DMO email platform ACT-ON is in process and content is being developed for the email campaign in mid-May. Training will continue in May so Katelyn Studebaker will be able to participate.

COMMITTEE UPDATES

13. Committee Updates

Member Hamilton reported that Chris Sullivan, GM of the Marriott Hotel, has joined the DMO Board of Directors. Additional candidates are scheduled for interviews. The candidate from the union had a potential conflict of interest. Vice-Chair Wandling offered to forward nominations for union representatives.

GENERAL ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 5:09 p.m. The next regularly scheduled meeting is on **May 18, 2023, at 3:00 p.m.**